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Business Baden-Württemberg

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Creative Career

*Design is a driver of innovation
in Baden-Württemberg*

The term **creative class** has become popular in recent years as evidenced by the large numbers of conferences and seminars held on the topic. The findings which Richard Florida presents in his much discussed book are particularly evident in Baden-Württemberg. How creative minds and their output boost the state's innovation-based growth is one of Baden-Württemberg's success stories.

In this issue we record some of these stories and portray members of the creative class. Creative minds cannot just be found at university departments for design, but also as innovators in various sectors of the economy — also and especially in the technology field. That talents find an ideal environment which is tolerant towards their ideas — the third "T" in Florida's creative class concept — makes Baden-Württemberg one of the drivers of innovation in Germany.

Economic success is often based on the steadfastness with which one focuses on customers at home and abroad without chasing the latest hype or boom. This issue of Business Baden-Württemberg presents how the focus on the customer becomes the starting point for new ideas and innovations in healthcare, information technology and design. To surprise and delight their customers — this is the driving force for the providers of knowledge-based and creative products in the state. This is not possible without the methodically acquired understanding for the customer's need for transformation. To want to be able for this permanent and methodical anticipation constitutes Baden-Württemberg's enduring culture of innovation.

Baden-Württemberg does not require the services of imaginative PR managers and spin doctors to find national rankings in which the state's creative class comes out on top. It is sufficient to merely open the newspapers. Entrepreneurs, universities and creative departments make positive headlines. The state thus secures its attractiveness for rare talents without the need for a mammoth PR campaign. In Baden-Württemberg creative minds can climb the career ladder themselves.

Hans

Hans Gäng
Editor-in-Chief



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- 15. – 17.2. FRUCHTWELT BODENSEE**
International Trade Fair for Fruit, Berries, Hops and Distillation
- 22. – 24.2. PFERD BODENSEE**
International Trade Fair for Equestrian Sport, Horse Breeding and Horse Owning
- 5. – 8.3. ROOF+TIMBER International****
Trade Fair for Timber Construction and Interior Works, Roof and Wall
Exhibitor Center: Neue Messe Stuttgart
- 29.3. – 6.4. IBO**
International Fair for Consumer and Investment Goods
- 18. – 19.4. IMAS**
International Market for Aircraft Sales
- 1. – 4.5. TUNING WORLD BODENSEE**
International Exhibition and Event for Car Tuning, Lifestyle and Club Scene
- 22. – 25.5. KLASSIKWELT BODENSEE**
The Classic Show for Vintage Cars & Motorbikes, Boats and Airplanes
- 17. – 20.7. OutDoor**
European Outdoor Trade Fair
Trade visitors only
- 4. – 7.9. EUROBIKE**
International Bicycle Trade Fair
Sunday: Public day
- 20. – 28.9. INTERBOOT**
International Water Sports Exhibition
- 14. – 18.10. Fakuma***
International Trade Fair for Plastics Processing
- 14. – 16.11. MY MUSIC**
International Music Expo

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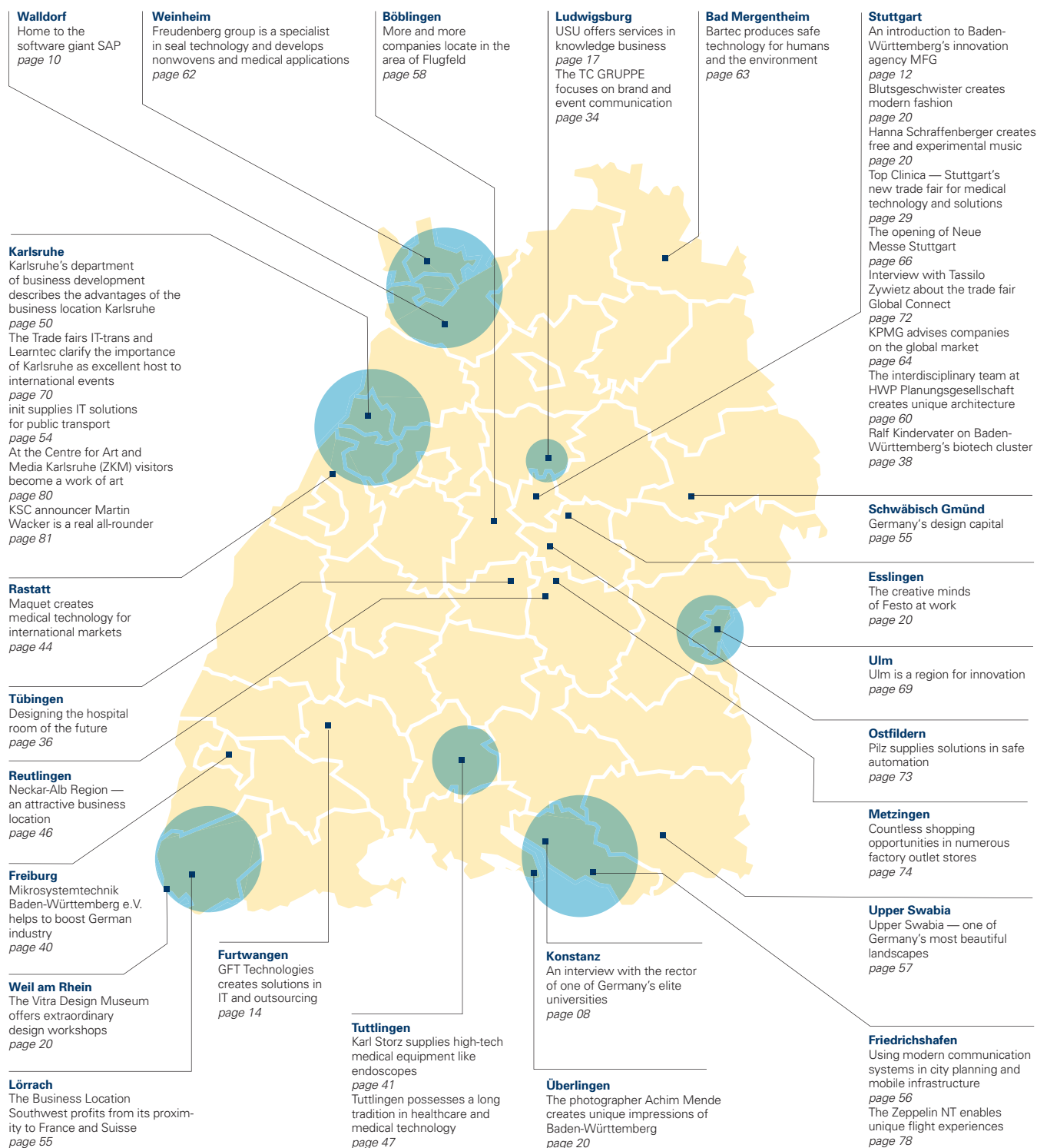
Programme excerpt.
Subject to change.
*Guest event.
**Different venue.

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Business Baden-Württemberg

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Wide View

A state takes off. Its creative minds and engineers get inspiration by taking a global view and enjoying the beauty of the region



High tech

A view from the new Zeppelin NT — a high-tech toy from Friedrichshafen — at the mountains and woods of the foothills of the Alps. High-tech meets inspiration.

PHOTOGRAPHY: *Achim Mende*

Leadership in education

By selecting so-called elite universities, the German federal government seeks to further improve the already excellent German university education.

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Three of six elite universities are located in Baden-Württemberg

With Freiburg, Heidelberg and Konstanz, Baden-Württemberg will receive three of the nationwide six elite universities in the second round of the national Competition of Excellence. Support for a further nine projects from the Programme of Excellence go to Stuttgart, Tübingen and Ulm as well as Freiburg, Heidelberg and Konstanz. Even in the first round, universities from

Baden-Württemberg were successful with an elite university (Karlsruhe) and seven further applications.

“Baden-Württemberg’s universities have done sensationally well in this Excellence Initiative. This highlights the superb work which is being carried out in the universities. The success of the universities is also a confirmation of the science policies of this

region”, said Minister President Günther H. Oettinger and Science Minister Professor Dr. Peter Frankenber. „Education and research are the deciding factors for dynamic economic development, jobs and prosperity. They therefore correctly also belong to the core areas of our politics for the future”, explained Minister President Oettinger. With the choice of Freiburg, Heidelberg and Konstanz Universities — as three of the six universities in the third channel of funding (future concepts) — Baden-Württemberg has put forward half of the newly-selected elite universities.

Additionally with the five allocated graduate schools at the universities of Heidelberg (two schools), Konstanz, Stuttgart and Ulm as well as the four allocated „clusters of excellence” in Freiburg, Heidelberg, Tübingen and Stuttgart, Baden-Württemberg has performed exceptionally well. Twelve allocations for six universities from this region — from a total of 47 allocation applications nationwide — is a very good quota indeed (approximately 26 percent).

From both rounds Baden-Württemberg universities will receive 621 million Euros. In total there is approximately 1.9 billion euros available for the Excellence Initiatives. A quarter of this will be borne by the regions. ☼



Prof. Dr. Dr. h.c. Gerhart von Graevenitz, Rector of the University of Konstanz, speaks to Business Baden-Württemberg on the selection of his university as one of Germany's elite universities.

“Our structures promote interdisciplinary projects”

Prof. von Graevenitz, are you pleased by the headlines that the „little Harvard on Lake Constance” won the race?

No, I do not like the comparison at all. Konstanz — that is a brand that will now become a bit better known in the world of science. We are not large and old, but young. We have experienced a true change of generations. What we achieved in a few years through a deliberate appointment policy has now received recognition.

In times when everybody calls for natural scientists, Konstanz distinguished itself with a humanities and social science project ...

Fortunately we have avoided from the beginning a disastrous debates on establishing boundaries between departments. Our structures promote interdisciplinary projects. Efficiency and securing external funding are no foreign concepts to us — also in the humanities and social science.

What role does the Lake Constance region and nearby Switzerland play?

We provide an ideal environment for researchers and a wonderful campus. A classic retreat from where one willingly looks at the world's metropolises. We cooperate excellently with Switzerland, the adjoining canton Thurgau and also the renowned ETH Zürich.

As university you are also present in China. How do you promote Constance there?

Yes, in Beijing and Shanghai we directly address graduates and Ph.D. students through our own representatives. We have the same in mind in Moscow and Eastern Europe. And when we win young researchers, we take care of them in our Welcome Center so that they can adjust quickly. Already, 25 percent of our Ph.D. students come from abroad. I hope, that their share increases in the near future to a third. ☼

Going Strong Competing for the top cluster awards

Eight cluster initiatives make a bid

Eight cluster initiatives from Baden-Württemberg compete in the top cluster competition sponsored by the Federal Ministry of Education and Research. Up to five top clusters will each receive up to 40 million euros. The state-wide initiatives are coordinated in Freiburg, Heidelberg, Karlsruhe and Stuttgart. Numerous companies, universities and research institutes from the following fields participate: automotive, mechanical engineering and production technology, medicine, medical technology and health-care, microsystems technology, net economy (internet-based services and applications), organic electronics and visual computing. "The top cluster competition enables the most productive science and economic clusters to increase awareness for themselves and become established among the international leaders", explains Ernst Pfister, Baden-Württemberg's Minister of Economic Affairs.

The Euro 2008 Football
Championship can be
watched on the Floating
Stage in Bregenz
 Bregenzer Festspiele



Public Viewing Football fans head to Bregenz

UEFA EM 2008 The best seats are still available

The Euro 2008 Football Championship hosted by Austria and Switzerland will be one of the most popular sporting events. Not everyone will be able to secure tickets to the games themselves.

But not to despair: Football fans can watch the 31 games in Bregenz on the Floating

Stage on Lake Constance. The stage, normally used for the performances of the Bregenz Festival, floats in Lake Constance ensuring a unique experience.

On each game day, 5,000 tickets public viewing tickets are available. They cost 6,50 euros and include a public transport ticket valid not

only in the entire Vorarlberg region but also up to St. Margareten (Switzerland) and Lindau (Germany). Baden-Württemberg looks forward to this European celebration.

Tickets
can be ordered online at
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Vivid ICT sector

Baden-Württemberg is more than just Walldorf, the home town of global software giant SAP. Being supported by MFG's innovation networks, a vivid scene of mid-sized companies from the region often operates successfully on a global scale.

TEXT: Hans Gäng

Enabling Innovation

Baden-Württemberg — a major player in ICT

Baden-Württemberg is one of the leading European locations for IT and media: Around 300,000 employees in 31,678 companies generate an annual turnover of 57.3 billion euros. Contrary to popular belief which sees Baden-Württemberg mainly focusing on the engineering and automotive industries, the IT and media sector now represents one of the most profitable and the most important industries in Germany's Southwest: the sector accounts for close to ten percent of gross value added compared to six percent for the state's world-famous automotive industry. All in all, the sector has a total annual turnover of roughly 61.5 billion euros. What's particularly striking is the sector's annual growth rate of approximately six percent between 1994 and 2005 — a figure which looks even more impressive when set against the less than two percent total annual growth rates for all sectors.

Major Player in Software and E-Business/Internet

The outstanding economic impact of information technology in Baden-Württemberg

Baden-Württemberg is more than SAP: More than 31,000 IT companies generate an annual turnover exceeding 57.3 billion euros.

Wolfram Scheible / SAP

is proven by numerous studies: Baden-Württemberg is a leading region in the fields of corporate software and multimedia as well as Internet usage among the general population. 48 percent of companies have implemented real E-Business solutions. The positive attitude of the general population towards technology is also a growth driver for employment: 55,000 new jobs were created over the past ten years in the field of IT services alone. For developers of enterprise software, Baden-Württemberg comes second in the global rankings as a place to do business, behind only Silicon Valley.

The region is also leading in the application of Open Source Software: more than 2,000 IT service providers have already switched to the freely available Linux operating system and related software applications. Some of the important players are connected in cluster initiatives such as the Linux Solutions Group European initiative (www.lisog.org)

More than 7,000 software and IT companies focus on developing innovative products and services in Baden-Württemberg. Numerous companies among them have a worldwide reputation as technology leaders. They have located their headquarters and development units in Baden-Württemberg. With global players such as IBM, SAP, Hewlett Packard, Alcatel SEL, Burda Media, Siemens, Deutsche Telekom, as well as successful young companies such as GFT Technologies, CAS, Bechtle, Heiler and USU, Baden-Württemberg boasts a strong information, communication and software industry.

Every year, CeBIT provides a window on companies from Baden-Württemberg. Global players dominate the halls while hundreds of partner companies present themselves on joint stands. Medium-sized companies who have been active both on the domestic and international market, organise themselves within the newly defined issue areas of CeBIT. Additionally, the state of Baden-Württemberg organises a joint stand in which young ICT companies present themselves on the global stage

of CeBIT. In 2008, the joint stand will be located in Hall 9, Stand C 40.

Creativity Meets Technology

The joint stand is organised by Baden-Württemberg's innovation agency MFG in cooperation with Baden-Württemberg international (bw-i). MFG has — as its visionary managing director Klaus Haasis makes clear time and again — a comprehensive overview of its sectors and its links to the sectors and clusters in the state.

Information and Communication Technology (ICT) in Baden-Württemberg play a fundamental role as innovation enabler, via strong connections with other technology areas and especially the creative industries. The region is a hotbed of creative hearts and minds across all sectors. Be it music, film, art, design, architecture or publishing, it is all there. This creativity blends with the region's excellence in ICT.

The Home of Skills

With more than 220 different courses at universities and colleges, Baden-Württemberg is the leading location in Europe for education in the fields of information and communication. According to annual surveys, the top-ranked German IT departments are those of the universities of Karlsruhe and Stuttgart. A strong network of universities of applied sciences focus on innovative technologies and applications. Among them are the HdM Hochschule der Medien Stuttgart, well-known as the largest media university in Europe, and universities specialised in software engineering (Heilbronn), visual design (Schwäbisch Gmünd, Pforzheim) and computer science (Karlsruhe).

Baden-Wuerttemberg: Connected

The ICT cluster in Baden-Württemberg is linked by MFG Baden-Württemberg as the main innovation player in the field and a wide range of sector initiatives, e.g. Baden-Württemberg: Connected (bwcon), one of the most successful business networks for innovation and technology in Europe. More than 440 technology and software

enterprises, content suppliers and users, who are highly active in this sector, have joined in bwcon and use it as a platform for networking, exchanging information and cooperating. bwcon promotes innovation and sustainable growth in the areas of ICT, life sciences/health and the creative industries and especially in the convergence of these fields.

A variety of further innovation networks are active in the ICT sector in Baden-Württemberg, e.g. in the fields E-Procurement, Linux-based solutions for the public and private sector, rural IT development or software supply chain management.

Enabling Innovation Through Cooperation

MFG has become a European wide benchmark for fostering cluster activities. The organisation has longstanding experience in designing and managing international projects, both as project partner and as project lead. The service portfolio encompasses a wide range of activities, including administrative tasks and network coordination, event management and training as well as dissemination and consulting activities.

MFG is currently participating in a variety of EU projects designed to foster regional innovation, on a range of issues reaching from e-business to digital literacy. The year 2008 marks the starting point for a new set of EU-funded programmes: the project CReATE for instance is designed to network the creative industries across various European regions, while FOCUS intends to ease access to e-business solutions for SMEs. With SPREAD and VoicE, MFG is also delivering services in the areas of digital literacy and electronic participation to the citizens of the region.

MFG continuously monitors EU trends in innovation and media policy, as well as related funding programmes and calls for proposals. MFG sets up project proposals and international consortia. Furthermore, MFG puts great emphasis on developing close links with EU institutions and representatives, e.g. through a permanent

› agent in Brussels and extensive collaboration with the regional representative office of Baden-Württemberg as well as with other Brussels-based institutions. MFG is represented at various international conferences and events, e.g. eBSN's 2007 Conference on "ICT uptake for SMEs competitiveness" in Lisbon. Through these strong international and regional networks the Baden-Württemberg innovators also assist partners from abroad in finding business partners in Baden-Württemberg or support them in forming European project

consortia with partners from the south west region. MFG's cooperative efforts take on a variety of shapes: collaborative projects, cluster or network initiatives, knowledge and technology transfer or simply informal information exchange. In its international cooperations, MFG benefits from its excellent regional networks as the coordinator of several business clusters, such as the Linux Solutions Group European initiative (www.lisog.org) and Baden-Württemberg: Connected (www.bwcon.de), one of Europe's largest IT and high-tech clusters. ☼

02

Founded in 1972, Walldorf-based SAP has become the world's third largest software company

📍 Wolfram Scheible / SAP

03

Since 1992 Klaus Haasis has promoted Baden-Württemberg's IT sector on behalf of MFG

📍 MFG



01

The High Speed Networker

Innovation cannot wait

Digital future

Klaus Haasis, managing director of the IT innovation agency MFG has visions of the state's digital future and uses his global network so that they become reality in Baden-Württemberg.

Innovation business is also people business. This is quite apparent when talking to Klaus Haasis. Be it that one startles him at Karlsruhe's main station while he is tapping away on his laptop, be it that one speaks to him in the hallways of CeBIT or interviews him during one of the short meetings in his office near Stuttgart's Liederhalle — Klaus Haasis constantly surprises with yet another novel perspective on the digital world — and with ideas for concrete innovation projects. Those familiar with the state and the disposition of its inhabitants to sometimes complain vigorously about minor nuisances, have to rethink when talking to Klaus Haasis. It is little surprise that wherever Klaus Haasis delivers his presentations — be it in distant Oregon or his Black Forest Think Tank at home — he cites the

motto of the race driver Stirling Moss: "If everything is under control, you are not driving fast enough."

Haasis has maintained MFG's high speed since 1995. For almost twelve years — almost an eternity in the fast paced ICT industry — he has been the driving force of MFG Baden-Württemberg. The claim "Enabling Innovation with IT and Media" says it all. In contrast to so many other publicly funded agencies that have been established in all regions and states of Europe to occupy themselves with the latest hypes of the new economy and who lacked viable business plans and disappeared as quickly as their issues, MFG continues to grow. And it successfully finances itself — not only with public money, but also with projects which, for instance, continuously create win-win situations for institutional partners or the more than 440 member companies of the bwcon initiative.

Five Paradigms

Klaus Haasis can accept, that not everyone can keep up with him. He knows that one has to patiently court and win partners for new perspectives. Like the five "paradigms" which he views as the continued evolution of innovation support: products,



02

places, philosophy, people, process. Or the issue "real-time", which Haasis has identified as the new characteristic of the knowledge economy. Or the key role of design for innovation. To use new terminology to inspire new perspectives, prove their applicability during the continuous network discussions in the state and on this basis create economically-viable projects — that is one of MFG's secrets of success. "Permanent reinvention" and yet sustainability — for this Haasis and the MFG have received international recognition. In October, TCI — the world association of cluster developers — elected Haasis to its Board of Directors representing Europe. He will certainly use this new position to further strengthen the networks of Baden-Württemberg's industry. ☼



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Roots in the Black Forest

*GFT is an innovation
driver in software and
outsourcing*

**The cuckoo hears
the global call**

In 2007 GFT Technologies AG celebrated the 20 year anniversary of its establishment. From a small software company with headquarters in St. Georgen in the Black Forest, it has developed into an internationally active group of companies with more than 1,200 staff in 20 locations in nine countries.

 GFT



Numerous gifts turned up for the anniversary and have piled up on Ulrich Dietz's desk. Among them is one that possibly best symbolises the development of GFT: a digital cuckoo clock. Its roots lie in the Black Forest; the values which apply there are also still integrated into the company — diligence, reliability and down-to-earthness. Within 20 years it has developed into an international company, whose model for success has been its ongoing innovation in the IT sector.

In 1987 the trained mechanical engineer Ulrich Dietz, along with a partner, established GFT in St. Georgen. It was the era when the PC was not yet on desks as a matter of course and the Internet as we know it today had only just been devised. Innovative software with easy-to-use graphic operator interfaces was the express goal of the emerging company. With the first GFT product, GRIT, which came onto the market in 1990, it was possible to develop these sorts of interfaces easily and without complications.

Involvement in the IT revolution

The first major order came in 1993. GFT developed a production, planning and control system for Deutsche Bundespost that was to be implemented in more than 60 letter sorting centres. Today, GFT operates internationally as an IT service provider at home and abroad, and has more than 1,200 staff in its group of companies. Operating internationally, yet with the advantages of being a medium-sized business, GFT can provide customer service. For 2007 chairman Ulrich Dietz predicted a turnover in excess of 230 million Euros — the result of an ongoing and well thought through business strategy.

Today, IT solutions from GFT are used in more than 30 countries. The company has expanded directly into new markets: helping customers there and ensuring location advantages. Customers today benefit from the combination of an international production model, attractive prices, development locations and maximum customer service. Depending on your performance requirements you can be looked after on-site, nearshore or offshore.

The success of the company rests on three business portfolios; as a strategic IT partner GFT develops and carries out innovative and individual solutions for international customers in the services sector.

The main focus is on companies from the financial sector, as well as the post and logistics sectors. GFT is familiar with these business processes and is able to implement its IT expertise so that it fits perfectly and is future-oriented.

Resource Management

The acute lack of specialist staff is providing the top-selling business sector at GFT with dynamic growth. In the resourcing sector, IT specialists are placed in all types of companies. This ranges from individual experts, through to the take-over of complete IT supply chain management. GFT's subsidiary company, emagine, is responsible for the latter and is the German market leader in the third-party management sector. GFT has a new product in its software sector for the ever increasing flood of e-mails in companies. This does not just reduce amounts of data, it also relieves the burden on IT departments. In addition, legal guidelines are easier to comply with.

What makes GFT unique is the combination of these three ranges of services, since the company covers all the important stages of the supply chain in the IT service provider sector. In doing so, business model, IT infrastructure and IT-based processes are continually matched to the conditions of global networking, international competition and the requirements of multinational customers.

IT Partner in Outsourcing Processes

In addition, there is also the future development of outsourcing projects. In contrast to common until this point, today cost is no longer the sole criterion for deciding to outsource business processes. Rather, companies often have completely different requirements and expectations. Some require services and software as fast as possible, others want it to be as cost-efficient as possible. Both have particularly complex performance requirements and these have to be solved. It is not rare for such requirements to change during the course of the project.

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› In response GFT has developed the Global Delivery Model. Depending on customer requirements the company assembles a suitable team of international staff. IT processes critical for the business are targeted and relocated to different countries, so as to be independent of unstable political or economic determining factors in individual regions. As an outsourcing partner GFT ensures that the customer always receives the exact service that they require.

Sharing Knowledge

As if that weren't enough, every opportunity is used to obtain new impetus and be one step ahead of the competition by way of innovative IT solutions, by cooperating with universities for example. Just recently employees in Stuttgart moved into the new Corporate Centre in Plieningen. In the prestigious building, knowledge and experience are to be shared with international students from a management university. Intensive exchange between universities and companies is the basis for innovative potential in the transfer of technology. ✨



☐ GFT

Worldwide Serving the customer wherever he may be

Talking to the founder

Ulrich Dietz, founder and CEO of GFT Technologies, on the current challenges medium-sized IT companies face.

INTERVIEW: *Hans Gäng*

At present a global "war for talents" exists. How can small and medium-sized enterprises compete?

Qualified staff will always be in demand, but in future, things will get even worse. Large companies rely on future-oriented strategies and interesting project offers to be attractive for the job market. Small and medium-sized enterprises have to act in the same manner. Moreover, it is important to retain the best employees. In this case, small and medium-sized enterprises have the advantage of being flexible and able to care for the individual needs of its employees in creating further incentives in addition to the monetary remuneration. But we even profit from the lack of skilled employees in our business segment "Resourcing". We place workers in companies which require IT experts. We have access to a large international pool of skilled employees. Of course, this enables us to compensate shortages in our own projects.

Friends and family versus international capital market: How do you handle these two different worlds?

Both fields complement each other very well. As a company managed by the owner we emphasise sustainability and are interested in the long-term development of GFT. In contrast, being listed on the stock exchange forces us to fulfil the legal obligations of the capital market at the same time. As a consequence, the quarterly duty to report leads to transparent structures and more discipline. The board of management and analysts demand us to permanently review our strategy and to adjust it to the business environment.

What are the expectations towards a small and medium-sized partner?

It is important to offer our customers the demanded services wherever they do business — worldwide. Our customers can count on us as solid and experienced partner who offers individual solutions and perfect services. GFT recently found itself in 57th place among the 100 best IT service companies in the financial sector. Moreover, we were the sole German company in this international ranking.

Being superior to others. How does it work?

We continuously proved innovation over the years. It is one of our important tasks to maintain and to assist innovation in our company. It is necessary to strike a new path, to surprise and to inspire our customers — no matter who the competitors are and where they come from.

So you are not really afraid of global competitors like India?

We will always have to face the challenge of global competition. GFT successfully concentrated on the financial services sector and thus differs from international competitors. Our deep know-how in the banking and insurance sector enables us to expand our businesses to the interesting Indian market, for example. We offer international services and so we will surely profit from the present situation in India. The industry and the number of banks in India is steadily rising and thus resulting in a higher demand for our products and services. Many Indian companies concentrate more on the world market than the domestic market because of higher international profit margins.

Is CeBIT a helpful platform to strengthen GFT's international competitiveness?

2008 will see the CeBit in a new outfit. It is of great importance to Germany to organise the world's largest IT trade fair in the IT sector. Important decision makers in the IT sector gather here and will give valuable impulses for the location in the years to come. ✨

Beyond pure technology

In line with its central concept "Knowledge inspired business" globally-active USU AG develops and markets solutions. These link knowledge and processes in companies, thus contributing to a sustained increase of value added. Customers of USU Software are leading companies like Allianz, AOK, Deutsche Post, Deutsche Telekom, Festo, Fraport, MAN, MTU, Poste Italiane, PWC, Stadt Stuttgart, Swiss Re and Trumpf.



"With the Valuation product line, we bundle all business, strategic and technical knowledge about IT."

Bernhard Oberschmidt
CEO, Spokesman for the Management
Board of USU Software AG
and USU AG

Knowledge Business

USU ensures transparent IT costs and optimised business processes

USU AG assists customers in the transparent management of their IT costs and in rendering company knowledge productive. The company offers strategies, products and services in the areas of Business Service Management and Business Solutions.

Business Service Management

USU offers IT management since 1988. With Valuation, the fourth product generation is now available. Central software components for IT asset management, IT finance management and service/change management ensure that companies always have an accurate overview of the economic use of their IT technology and can improve them constantly. The holistic approach also comprises the best practices tested in many projects, which orient themselves to the ITIL guidelines for qualified cost-efficient IT services.

As per a current study of the US American market research firm ECP, USU is one of the leading manufacturers worldwide in the CMDB / CMS area. The so-called Configuration Management Database (CMDB) is considered to be the central component for efficient IT Management. ECP analysts evaluated the software manufacturers in respect to their array of products, their strategy and the functionality. "USU offers a mature, competitive IT asset- and service-management toolset for medium-size and large customers", was the result of the research study.

Business Solutions

In this segment, USU offers a wide range of so-called knowledge business solutions. As a solution provider, the Swabian company has for many years been putting together IT expertise and specialist competence to create complete customised solutions for companies operating in financial services, in the industrial sector and in public services. It offers solutions for the optimisation of business processes, i.e. in the areas of product development or market intelligence. Furthermore, the focus has been placed on e-business solutions, for example for portals in the intranet or extranet or

solutions for field staff. For the refinement of these core processes, USU provides the USU KnowledgeCenter. The product suite offers three standard solutions for a wide variety of challenges in information management, from enterprise search, to document and knowledge management. USU KnowledgeMiner is a patented innovative system for a demand-oriented provision of information. The technology guarantees the context-related rapid access to heterogeneous pieces of information. USU KnowledgeGuide is a browser-based application and displays dialogs in the form of dynamic decision trees. It supports in finding the fastest path to quality-assured answers or solutions. USU, the only provider of this technology, employs self-learning algorithms. USU KnowledgeBase is a document management system for the workflow controlled and quality-assured creation and maintenance of documents.

In this area longstanding customer relationships speak for themselves, e.g. with Bundeswehr, IBM, Infineon, OSRAM, Schenker, Alpine, BARMER, BASF, Bayer, Dresdner Bank, Festo, Novartis, RWE, Roche Diagnostics, Robert Bosch, Schering, voestalpine, Volkswagen et al. utilise knowledge management technologies by USU. ☼

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Fantastic experiment
The debate about Second Life, the new Internet platform, has been making waves for months. Some see it as the ultimate online experience while others reject it as short-lived hype. Yet regardless of personal opinions about the pros and cons, there is a general consensus that Second Life is a fantastic experiment that opens up unique opportunities for the Internet of the future.

TEXT *Stefan Sottner*

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Pioneering Spirit

Baden-Württemberg stakes its claims — even in “Second Life”

Three-dimensional and interactive — Second Life is not simply a replica of the real world, it sets groundbreaking standards for technological innovation and the Web of the future. Anyone who wants to play a part in shaping it is welcome to contribute. Together with the State Ministry of Baden-Württemberg, MFG Baden-Württemberg — the Public Innovation Agency for Information Technology and Media — recently launched an “Innovation Park” and a Baden-Württemberg representative office in Second Life. Once again, the South-West has lived up to its reputation as a breeding ground for inventors and thought leaders.

The representative office, based on the actual office in Berlin, is the first of its kind to be set up in Second Life by one of Germany’s federal states. In addition to the ultra-modern architecture of the State Office, visitors are invited to enjoy a virtual stroll through the Black Forest or along the shores of Lake Constance, take a trip to a miniature version of Stuttgart’s television tower or the Heidelberg Castle, or browse through an open-air what’s on calendar with concerts, lectures and many other events. The first such occasion — a lively discussion on the subject of “Read now in Web 2.0?” organised by the Literatur-

Café in Stuttgart — attracted 30 avatars. A reading by crime writers followed in June along with a live streaming of the opening and keynotes of the DMMK (German Multimedia Congress) and the presentation of the DMMA (German Multimedia Award) on June 21. Events on the platform also included a charity event in July, in which 350 euros were collected for a research project of *atmosfair.de*, and an information day on continuing education by some of Baden-Württemberg’s universities.

The MFG Innovation Park forms an important element of the virtual region. Universities in Baden-Württemberg acquire land free of charge on which they can realise their own projects. The Universities of Stuttgart, Konstanz and Freiburg, the Universities of Applied Sciences in Pforzheim and Esslingen, the private Merz Akademie, the Knowledge Media Research Centre and the Research Centre for Information Technologies in Karlsruhe are already active, building branches and initiating marketing activities. Due to the growing demand, MFG was recently able to establish a second virtual island, populated by further universities, schools and media labs. As a central meeting point for avatars from Baden-Württemberg, a community house was also established.

The Innovation Park is also open to companies. “Our aim is to give young, creative brains from Baden-Württemberg a chance to test new forms of communication and cooperation on the 3D Internet at an early stage in partnership with us”, explains Klaus Haasis, Managing Director of MFG Baden-Württemberg, commenting on the mission of his centre of innovation and excellence. The Second Life project is one of the strategies chosen by the state government to raise the region’s profile as a location for visual computing.

In Good Company

A large number of companies and corporations, including Toyota, Adidas, AOL, Dell, EnBW, Mercedes-Benz and IBM, are either already active in Second Life or are planning to establish a presence there in the near future. “We are currently experiencing the Internet’s conquest of a previously lacking dimension”, says Ansgar Schmidt, IT graduate and Second Life thought leader at the IBM development lab in Böblingen. He firmly believes it won’t be long before scores of websites go three-dimensional, paving the way for an entirely new quality

in relationships with customers and business associates. IBM itself has announced its intention to conduct conferences and staff interviews in cyberspace.

More than eight million inhabitants have already registered in the online world of Second Life. An estimated one and a half million are active on a regular basis. According to Haasis, there is a definite need for research into Internet users' behaviour in three-dimensional space: "The 3D Internet holds enormous commercial potential for the future. Around half of all companies in Baden-Württemberg meanwhile take advantage of the opportunities generated by e-business. This potential must be protected for future generations with innovative solutions from the creative sector".

The Baden-Württemberg island can be accessed by typing "Baden-Wuerttemberg" in the search field. ☼

More information

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The recently launched representative office in Second Life is based on the actual office in Berlin
MFG



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Baden-Württemberg's universities present themselves in the MFG Innovation Park
MFG

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With the Second Life project the state seeks to raise its profile as a location for visual computing
MFG



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Don't



Hide

When one thinks of innovative design, eccentric fashion and spectacular 3D animation the putative strongholds of creativity Hamburg, Berlin, Düsseldorf and Munich come to mind first. But Baden-Württemberg's creative minds are nationally and internationally successful. A report.

TEXT: Inka Ziegenbagen
PHOTOGRAPHY: Monica Menez
FASHION: Blutsgeschwister



For many years the creative class in Baden-Württemberg did not dare to face national competitors.

It is raining. 2 degrees centigrade. Great weather! Achim Mende enters the tourist information centre in dreamy Überlingen — suntanned, casual wear, a sparkle in his eyes. It is his 44th birthday today. How is it that he gives interviews on his birthday? Because the sun is not shining today.

Teaching the Camera how to Fly

This year Mende has been out and about in Baden-Württemberg for 120 days. Often his working day starts at 3 o'clock in the morning. Achim Mende is a photographer. Not an ordinary one, though. Mende's camera can fly. Carried by a 18 cubic metre helium balloon, it gets so close up that it would allow Mende to count the tiles on the roof of Villa Reitzenstein. When Mende takes pictures of Stuttgart's Schlossplatz it does not take long before he is surrounded by passers-by casting curious looks. His futuristic high-tech equipment makes one think of "Starship Enterprise" Lieutenant Geordi La Forge rather than a professional photographer. Mende looks through a minute camera with an integrated lens hovering up to 300 metres above him. Data are sent via radio to his cyber glasses, and using remote control Mende orientates his high-resolution digital cameras: they can turn, tilt, zoom in on the object they focus on and change height.

The Überlingen resident has inherited his passion for unusual perspectives and for astro-photography: the contagious inclination handed down from his father, a precision engineer who worked as a board mechanic for the air force. As a boy Mende already looked up towards the sky. He got his first camera when he was twelve. Later, using a 20 centimetre Newton telescope, he built his own observatory on the roof of his parents' garage so that he could take photos of the sky. This is where he learnt to cope with a lack of light and very long exposure times. Later on he worked for Siemens electronics. An apprenticeship as photographer followed. But Mende got bored with classical studio photography. He wanted to get out, had a thirst for adventure. He was drawn towards the South Seas, the Sa-

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Achim Mende has a passion for unusual perspectives. Therefore he taught his camera how to fly

 Achim Mende



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Carried by a balloon, the camera gets so close that Mende could count the tiles of Villa Reitzenstein

 Achim Mende

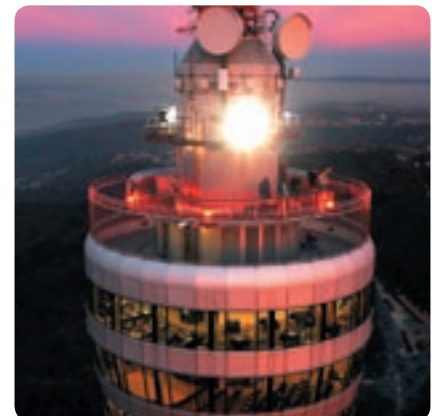


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"Many locals do not see, how beautiful the country is." So Mende made a photo CD (www.kameraballon.de)

 Achim Mende



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hara, the Arctic. He wanted to travel, to take photographs of foreign countries, and, above all, he wanted to teach his camera how to fly. When he was 16 he traveled to Morocco with an Interrail railway pass, one year later to South Africa, always accompanied by his camera and his hang-glider. He has his driving licence forwarded to him. Later on he is to take photographs from a helicopter, and he is the first person to cross the Channel with a motorised hang-glider, an accomplishment that makes it into the Guinness Book of Records. Still Mende is not entirely satisfied with his "flying tripods". "Too noisy, too tall, too expensive and too inflexible," is how Mende summarises his initial flight attempts. "It is true that an ultralight airplane, for example, is very quiet and hardly interferes with its surroundings. For take-off and landing though a lot of space is required and one just does not get close enough. And I can't very well land in front of the Mercedes-Benz Museum." The inspiration did not come to him until he was looking into gas balloons for advertising in the air. "A helium balloon is like a huge tripod over 100 metres above you, it is wonderful to manoeuvre; it allows me to move through crowds of people and over hill and dale" Mende explains, with a sparkle in his eyes.

By now, enthusiasm for his pictures has become widespread: the Baden-Württemberg Ministry of State as well as publisher Hubert Burda are among his clients. Leading architect Sir Norman Forster has commissioned photographs. However, Mende's focus remains on Baden-Württemberg. This year he has been out and about in the 'Ländle' for 120 days on behalf of Baden-Württemberg's tourism marketing. The unique language of his photographs has had a decisive impact on the portrayal of Baden-Württemberg in the media. What drives a creative mind like Mende? He wanted to do break new ground and experience how people would react to his ideas. He has got a vision and he is curious, "curious to see what things that we pass everyday look like from above." And he wanted to create a unique selling proposition.

As much as Mende's CV might appear as an exemplary model for creativity it was an arduous path, too. In order to realise his dream he has given up all other previous professional activities. Development costs of more than 100,000 euros accumulated over a period of two years. "Most people clasped their hands in despair. No one was able to visualise that this could work or that anybody would need it." Often he had to overcome obstacles, but he never deviated from his initial idea.

A lack of support was one factor which kept him going: "When things are going too well, you run the risk of having it too cosy and becoming lazy. Willpower, faith and perseverance is what counts — well, virtues of Baden-Württemberg that is."

Significance of the Creative Industries

Achim Mende is one of almost 400,000 people working in the creative industries in Baden-Württemberg. This means that one in seven members of the working population earns his or her living in the areas architecture, design, marketing, advertising, print, radio or internet. In 2004 a total turnover of 50 million euros was achieved, equivalent to nine per cent of the state's gross domestic product. Thomas Hundt, deputy director of bwcon — Baden-Württemberg's technology and innovation agency — reveals an open secret when he declares "we are as big as mechanical en-

gineering". Only that the public hardly notices. Looking at a larger timeframe, the sector's 49,000 companies performed even better: between 1995 and 2004 its added value increased by an annual average of five percent — which is twice the figure of the overall economy.

It is not just the sector's economic performance which is frequently underestimated. Many people working in the field have a wrong idea of Baden-Württemberg as a creative location. Whereas internationally the state's agencies and publishers enjoy an excellent reputation, domestically the state's creative image still lags behind the supposed strongholds of creativity like Berlin, Hamburg and Düsseldorf. A prophet is without honour in his own country.

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Unknown products don't sell. "We were given an early reality check", recalls Christina Haneberg (left)

 Inka Ziegenhagen



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Karin Ziegler is chief designer and one of the founders of the fashion label Blutsgeschwister

 Inka Ziegenhagen



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Supporting young talents: The Film Academy ranks first in the creative ranking of "Focus" magazine

 Filmakademie



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› "People tend to forget that many well known creative minds are from Baden-Württemberg," is how Christina Haneberg puts things right. Haneberg is the commercial manager of the Stuttgart fashion label Blutsgeschwister. "It's in people's genes. We grow up with a "Tüftler" mentality, puzzling over tricky problems until they are solved. And whoever has fought his or her way through around here is likely to make it in the rest of the country and internationally. A bit of fighting spirit is part of it."

Frill Edgings Flirting with Tigerskin

Fighting spirit is what they have displayed, both Blutsgeschwister founders Christina Haneberg and Karin Ziegler as well as Achim Mende. Since its inception in 2001, the fashion label has successfully occupied a market niche: with playful and unconventional collections. Flower power meadows camouflage meets bold polka dots. Frill edgings flirting with wild tigerskins. Blutsgeschwister know how to satisfy their target group's desires for individuality, authenticity and originality. Their trousers tell stories and make life a little more colourful. And this is what customers, most of them between 18 and 35 years old, honour. The tills are ringing. Neo-hippies with a thirst for life feeding fashion-conscious piggy banks.

This has not always been the case. Their first collection was to be sold via internet and retail sales. "But if nobody knows you, you don't sell. We were given an early reality check," is how Christina Haneberg explains their decision to sell the brand via retail sales. On the side, the label revived a tried and tested sales method: the Tupperware concept. Blutsgeschwister call it Showroom Shopping. Partying atmosphere meets shopping fun.

Financing turned out to be difficult, too. Most banks and funding bodies are very sceptical when it comes to the fashion business. The scepticism is not entirely unfounded: roughly 30 percent of the sector's firms go bankrupt. "Fashion is a very emotional business. A lot depends on moods and trends which makes it practically impossible to predict chances for success. But when you need to cover running costs like rent and you've got to fight for every 5,000 euros overdraft, then there is hardly any time left for what is essential — creative work." They made it all the same. In 2006, with 27 employees, the firm attained a total turnover of 2.5 million euros. Compared to 2004 this signifies a substantial increase of 56 percent. There are now Blutsgeschwister flagship stores in Stuttgart, Berlin, Cologne, Hamburg and Metzingen.

Natives of Baden-Württemberg may well inherit "Tüftler" genes, yet the Blutsgeschwister manager sighs in a low voice

"but..." What is still missing in Baden-Württemberg is a subculture scene. Art, creativity and subculture go together, they are mutually conditional. Creative minds don't just express themselves in their work, their creativity translates into their lives. This is why many of them just use the region to make their first creative steps; later they move on to other cities where, for example, they can rent cheap warehouse space and hip locations serving as temporary location for off the wall fashion shows.

Bourgeois, Down-to-earth and Lucrative

This brings us back to the region's image problem — and above all to its causes. A survey conducted in 2007 reveals why Stuttgart cannot and should not be like Berlin. The qualitative survey was carried out by the agency "überNormalNull GmbH Kunst Bauen Stadtentwicklung". How a creative scene develops and what sort of "character" it has is determined by its structural conditions.

In Berlin, Leipzig and Cologne there are many industrial estates which have been left unexploited and which have, little by little, been occupied by street art artists and other creative minds. This is where once unsuccessful attempts were made to put GDR companies back on an even keel and where Rhenish miners stood facing blast furnaces. This is where now trends are born.

In Southern Germany the situation is different: here creative minds closely cooperate with local medium-sized companies that are part of an international network. According to the study, "Swabians have always been renowned for their inventive genius and for their engineers brooding over tricky problems. In Baden-Württemberg creativity is more bourgeois, more down-to-earth and less spectacular, but one can earn money with it." Daimler, Festo, Liebherr & Co. make sure that the tills of local agencies and publishing houses are ringing.

The economic potential alone is not sufficient though, underlines Christina Haneberg, citing an example from the fashion business: "Many small fashion companies in Berlin are still stuck with a certain 'Hinterhofmentalität', an identity linked to nonconformist backyard activities. Individuality at all costs. Of course by setting up and running Blutgeschwister we also wanted to realise our potential — but we wanted to earn money in the process, too. Well, this is another Swabian virtue."

More Than a Little Learning

The creative industries' competitive edge is partly based on the state's universities, noteworthy for their quality and the sheer number of them. In 2006 the region's 70 universities and technical colleges invested 2.4 billion euros in student education and training. This amounts to an increase of 113 million euros or five percent compared to 2005. A contribution which is notable, nationwide. These investments also have an impact on the creative industries in Baden-Württemberg.

The Focus magazine's "Kreativ-Ranking" which is published at regular intervals shows the universities and academies of Baden-Württemberg at the top of the spectrum. The ranking "product design" awarded the top three places to the University for Design in Schwäbisch Gmünd, the University of Pforzheim and the Stuttgart State Academy of Art and Design; these were followed by Karlsruhe, ranking fifth. Students studying communication at



*Looking for talents:
A new creative class is
being educated to create
the future of design and
fashion*

01

Prof. Thomas Schadt, director of the Film Academy, encourages his students to think global
Filmakademie



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Students of the Film Academy in the kitchen of famous executive producer and director Roland Emmerich
Filmakademie



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"Germany's 'superstars' would likely fail our entrance exam", says Udo Dahmen, director of the Popakademie
Popakademie



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> the State Academy of Art and Design or at the private Merzakademie may proudly acknowledge that their institutions are among the three German top universities in the field.

The Stuttgart-based Media University is the only European university to cover all areas of the media: printing technology, design, electronic media, business management, advertising, library and information management, publishing. The university was founded in 2001. Starting with the summer term 2008 the institution will additionally offer a German-Chinese course in packaging technology taught in cooperation with the Technical University in Xian.

Direct Link: Ludwigsburg — Hollywood

"Get out of the biotope and think big", demands, along similar lines, Prof. Albrecht Ade, founding director of the Film Academy Baden-Württemberg in Ludwigsburg. The Film Academy, founded in 1991, has in no time turned into a hotbed for the film industry's rising generations.

In 2003 the Art Directors Club für Deutschland (ADC) designated the Academy the most creative university in its advertising category; the "Focus Kreativ-Ranking" also awarded a top grade: first for "TV, film and video". Excellent technical equipment and training geared towards specific practical issues are not necessarily a guarantee for graduates to get a foot into the door in the cut-throat film business. Initiative is what is needed and nowadays also intercultural competency. Many film and TV productions are hardly feasible without foreign financial support. "Experience has shown that it takes years to learn the rules by which international partners and clients cooperate and play. And more often than not, one learns them the hard way," is how Professor Thomas Schadt, director of the Film Academy, summarises the situation. The state-accredited university has reacted to the need to cooperate on an intercultural level: every year students are sent to Łódź, Havana, Paris and Toronto. Furthermore, within the framework of the Hollywood

Workshops in Los Angeles, a selected group of students is given the opportunity to gain first-hand insights into the secrets of the Hollywood studio system.

The Los Angeles Workshop as well as many other projects supporting creativity depend on the state's financial help and on numerous support programmes. For ten years now the Film Academy itself has been financed with on average ten million euros per annum by the state of Baden-Württemberg. The MFG Medien- und Filmgesellschaft Baden-Württemberg tries to promote and develop the areas IT, media and film:



Hollywood attitudes are no longer a stranger to Stuttgart: internationally orientated customers enjoy being hip

every year 15 million euros are on average made available for grants, projects aiming at technology transfer and for awards.

Pop star, B.A., a Six-term-course?

Mannheim is the music industry's secret pop capital in the region. The city of Mannheim, the federal state and the European Union support young musicians, producers, sound technicians, trying to ease their way into the professional music business: Musikpark Mannheim, which by now has all its spaces taken, and the state-run university Popakademie Baden-Württem-

berg are two projects serving this purpose. At its inception in 2003, serious doubts very voiced: ... becoming a pop star in six terms? Udo Dahmen who directs the state-run institution has then and now responded with composure. The point is not to train classical pop stars like they may be known from radio and TV. Students should receive solid education and training to prevent that their talents will be soon on sale for 1.99 euros in the bargain bin — which is what tends to happen nowadays to most stars and starlets who have undergone fast breeding. Such training includes sound

knowledge about music rights as well as about business management. "Germany's so-called superstars would likely fail our entrance examination." Dahmen himself used to play the drums for Deutschrock Combo band Rufus Zuphall und Kraan, later he joined Sting. He often felt that he would have liked to have academic training as a basis for his career in music. "You learn faster, access to information is easier." Today, 146 young people study the courses music business and pop music design at the Academy which was founded following the example of Ludwigsburg Film Academy. >



› Hanna Schraffenberger feels passionate about music, too. The 23-year-old woman studies tone and interactive media at Stuttgart Media University. She is one of the winners of a Karl-Steinbuch grant. With her project “Interactive real-time application for free improvised music” she goes beyond restricted thinking and combines information technology, media and art in her music performance.

Programmed Coincidental Music

“Each space has a very particular sound which is influenced by the size of the room, by its architecture and the materials which were used”, explains Hanna Schraffenberger. Software programmes with echoes reminding of sounds in churches or large spaces are nothing new. This, however, is not the point. She does not want her computer to modify sounds, but to turn into an instrument itself, becoming a partner a musician improvises with. The computer is able to intelligently respond to the musician’s playing. This is how entirely new, experimental compositions come about, varying with each performance.

Coincidence as an artist. This aleatory approach is not new in the history of music. Mozart’s musical dice game (“Musikalisches Würfelspiel”) also uses coincidence, asking the listener to create waltz rhythms by throwing two dice. What is innovative is Schraffenberger’s approach is the combination of existing with new technology thereby developing new concepts. Creative concepts.

A Pneumatic Concert

Change of location: Hanover, April 2007. 2,000 heads of companies, leading figures and representatives of the press have been invited to the opening ceremony of the Hannover Messe 2007. A concert is taking place on stage. A concert is nothing unusual for an industrial fair. This concert is. Four string instruments and one drum are playing “Fast Blue Air” by the composer Elena Kats-Chernin. No musicians to be seen though. Even more unusual is the fact that a Swabian mechanical engineer-

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A Swabian company at Hannover Messe 2007 not as sponsor of canapés, but as instrument maker

 Festo



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ing company should be behind the concert — and this time round not as a sponsor of canapés and champagne. What is it that electrical positioning systems, pneumatic drives and valve terminals have in common with a contemporary concert? Quite simply: air.

Like most suppliers of capital goods Festo, too, has experienced certain difficulties to make itself noticed — not by customers and suppliers but by the (wo)man in the street. Not everybody gets excited about industrial and process automation right away. Air is neither visible nor tangible. But what you can do with air in movement, that is visible, or, rather audible, at Hannover Messe. Equipped with pneumatic components and a programmable logic

02

Greg Lynn’s “RoboLiving” at the Vitra Design Museum in Weil am Rhein

 Thomas Dix



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The exhibitions of the Vitra Design Museum have played a major role in the global popularisation of design

 Thomas Dix

controller (PLC), the drum and the four string instruments do sound like real instruments. Each string instrument has 21 microcylinders imitating the movements of the musician’s hand, pitches vary as strings are shortened. For the drum microcylinders move various drum sticks and brushes. The programme for the music to be played is saved as midi files. The sound machines are then controlled by the PLC, the strings are made to vibrate by pneumatics and the sound is being amplified electronically. That’s it.

There was no customer for this project. But a lot of applause and a bonus for the company image. And this must have been music to the ears of the company managers as employers. In the face of an estimated 20,000 vacancies for engineers, and that just in the Southwest, financial incentives and moderate working hours alone don’t quite do the trick.

Innovate or Perish

Revolutionary technologies and rising technical standards lead to increased technical leeway and thus also the need to innovate. Innovate or perish, that is today’s motto. In all sectors. Seminar organisers have long identified this need and try to transform the increasing demand into hard cash. The market has become complex and confusing. The quality of offerings is often dubious — most seminar organis-



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01

Glass workshop at Boischuchet organised by the famous Corning Museum of Glass, New York
Vitra Design Museum



01

02

Creativity workshops at a magical place. Early morning at the old chateau at Boischuchet
Vitra Design Museum



02

03

"Diamonds are made from shit, tons of shit. Experiment and throw most of it away", advises Pippo Lionni
Vitra Design Museum



03

ers content themselves with a quick grab into the usual bag of tricks. Brainpuzzle, brainwriting 635, free association, déjà vu technique — for seminar participants this at least sounds professional. But can one learn and teach creativity? "Creativity and team building workshops are very sensitive experiences and there is never any guarantee of how they will work out. Though there are ways to avoid disasters, there are very few means to ensure success", answers Pippo Lionni, partner of the French design agency ldesign and workshop instructor at the Vitra Design Museum. Being forced by the boss to be creative, theory-loaded approaches and the fact that participants usually stew in their own juices — these factors work against free thinking as well as trial and error.

Creativity Workshop at Boischuchet

Alexander von Vegesack, director of the famous Vitra Design Museum in Weil am Rhein, is familiar with this problem and has reacted. He founded a workshop programme, which now takes place at the the Domaine Boischuchet. The old country estate Domaine Boischuchet is located in the Poitou-Charente region in west central France and has evolved over the years to become an international centre for designers, architects and artists creating projects and exchanging ideas. The grounds extend across 150 hectares. The beautiful land-

scape with a lake and a park created in the 19th century, a chateau, barns and dependances with a rustic charm does not only result in the domaine's magical ambience but also brings the participants far away from everyday obligations and allows full concentration on the appointed exercises.

During the summer, Boischuchet offers many design workshops for international students, professional designers and those interested in working with renowned artists, like Jaime Hayon (Ecole nationale Supérieur d'Art de Limoges), Paul Haigh (Corning Museum of Glass, New York) and Sigga Heimis (Ikea). The seminars are not about the final product but about the process. They deal with experimentation of techniques, of materials, of imagination. The programme is complemented by lectures and discussions, in the evening. Pippo Lionni, who lectured at this year's workshop 'How to design a designer', sums up with a little smile: "You can do and be many things in your life. But you have to do them totally, to take them to the limit. This is can not be imagined, it must be done — it is about action, experimentation and criticism. Diamonds are made from shit, tons of shit. Experiment and throw most of it away."

The impressive results of that way of being creative can be seen everywhere on Boischuchet's grounds: designer chairs made of stones and chicken wire, bamboo houses,

glass art — all created by workshop participants. Creativity without boundaries.

For several years now, the Vitra Design Museum together with Boischuchet has been offering a special service for companies and associations. On their behalf, the design museum organises workshops for employees, business partners, customers and job applicants in Boischuchet. The companies can make use of the programmes and infrastructure for training measures, talent scouting, incentives, marketing events and think tanks and take a role in fostering and developing young talents. This year's participants of Faurecia's workshop at Boischuchet said: "It was an amazing and incredible experience for all of us and exceeded our expectations and objectives in all aspects. We totally lived the design with historic references and a contemporary concept; the mixture provoked emotions and questions."

More Than Colourful Paintings

Creativity is more than colourful paintings and strange design. A creative mind is someone who thinks and acts in new interdisciplinary ways. That is not only true of fashion designers and filmmakers, but also of mechanical engineers and marketing professionals. In a digitalised and networked world, creative thinking is not an add-on, but a must. This has been obvious in Baden-Württemberg for a long time. ☼





Design guru

Kurt Weidemann has influenced an entire generation of graphic designers and transformed the corporate identity of large companies. One of his most important customers, Edzard Reuter, the former CEO of DaimlerBenz AG devoted an entire chapter of his memoirs to his interaction with Kurt Weidemann. An excerpt.

TEXT: Edzard Reuter

The Perennially Young Doyen *Former DaimlerBenz CEO Edzard Reuter looks back on his cooperation with Kurt Weidemann*

The two of us, Kurt Weidemann and I, became acquainted in the mid-80s in Stuttgart. I do not recall the actual occasion, or even the date. But I do remember that a man with an exceptional sympathetic, almost endearing, charisma stood before me, friendly and open, self-confident and — last but not least! — full of warmth and self-mockery. Ten years of intensive cooperation followed.

It began with discussions for which I was in no way “responsible” if one adheres to the narrow interpretation of my duties as the company’s chief financial officer. To make a long story short, it concerned the image which the public primarily associated with Mercedes-Benz, the brand of our cars and commercial vehicles. Mind you: This had nothing to do with the “styling” of our products. On the one hand they were always shaped by the combination of conscious restraint concerning designs en vogue at the time, and on the other hand

the constant commitment to modern technology and the resulting necessity for clear functionality. Despite many individual doubts nobody wanted nor was allowed to question this tradition which had been highly successful over the years. This did not change the fact, that in my opinion the appearance of the company as such had reached a level of bland conservatism, so that in the long-term negative repercussions for our reputation had to be feared.

References Not Required

References were thus not required, when we began, to exchange the first ideas about possible solutions for pertinent problems, which concerning Daimler-Benz seemed obvious to me. I neither intend nor am I able to describe the solutions in detail. They began with something that seems like a minor detail, that today has become self-evident, but back then caused heavy resistance: Spelling the company name Daimler-

Benz without the conventional hyphen, so to speak a symbol for the entry of modern ways of thinking into outmoded company structures.

All these projects were crowned with a certainly highly unusual scheme. When our cooperation began, more than 50 different typefaces were used by DaimlerBenz. An immense number were to follow, when as a result of our strategic restructuring in the following years, we acquired other companies. If we intended to credibly implement both internally and externally the idea of an “integrated technology company”, we required a simplification. However, this was a challenge whose complexity only very few people can imagine in detail. In the end, it is one of Kurt Weidemann’s masterstrokes that he actually succeeded in developing such a consistent new typeface — and in fact in three versions — and implement its practical application.

More than once criticism was ostensibly directed toward Kurt Weidemann, but was in fact also directed at myself. I was well aware of this, but admittedly my conviction changed little, that despite the associated shocks — and also many individual mistakes — the intended fundamental change in our corporate culture was unavoidable, if we wanted to successfully prepare the company for the new challenges of increasing global competition. Without Kurt Weidemann’s creative assistance and contribution this would never have been possible — even though a different path

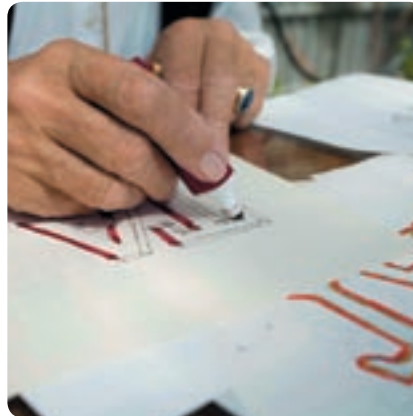


01

01 02

To this day, Kurt Weidemann is much in demand and continues to design new typefaces

📷 Torben Jäger



02

03

Home of creativity: Kurt Weidemann's studio — a former signal tower at Stuttgart's west train station

📷 Torben Jäger



04

04 05

Kurt Weidemann as he lives and breathes: Sitting in his backyard and enjoying a glass of dark beer

📷 Torben Jäger



05



03

was followed later. To this day the man continues to live and work in his "signal tower": determined, consistent, good-humoured, sarcastic, dogged, imaginative and cunning.

Of course he has his weaknesses, and always had: intolerant, impudent, cocky, smart-alecky, brash. "Learn to not hesitate to say something that is understood just like it is meant". "Someone who only does his work so that the board of directors approves usually does not make it intelligible for the addressee." These may indeed be wisdoms that not every interlocutor or even customer may want to hear. And yet, they result in a unique personality. ☼

EDZARD REUTER MEMOIRS THE THIN RED LINE



In his extremely enjoyable memoirs "Der schmale Grat des Lebens" former DaimlerBenz CEO Edzard Reuter writes how he found in Kurt

Weidemann the partner for modernising the global corporation's identity. Kurt Weidemann recently celebrated his 85th birthday. He remains active in his studio — a former signal tower at Stuttgart's west train station. Kurt Weidemann — a very productive and a very German life: A young soldier in Russia, five years of work as prisoner of war in a quarry, return from the Soviet Union and a new start with just 50 Reichsmarks

in his pockets, a three-year apprenticeship as type setter, followed by studies at the Stuttgarter Akademie and soon chair of the newly created department for information and graphic applications.

Edzard Reuter, Der schmale Grat des Lebens — Begegnungen und Begebnisse
Stuttgart: Hohenheim Verlag
ISBN 978-3-89850-159-0
19,90 euros



Partner in Communication

TC GRUPPE GmbH Target Communications is developing elaborated solutions in integrated event and brand communication to hit target audiences. The company has already found a competent partner with the Business Media China AG (BMC) to extend its business activities on the Chinese market.

Intercultural Connection of Communication *TC GRUPPE acts as a bridge for marketing in China*

TC GRUPPE GmbH Target Communications was founded in 1970 and is an owner operated agency for integrated marketing communication; “integrated” in the sense of interlinking different communication disciplines to reach target audiences efficiently (regarding budgets) and effectively (regarding performance). The agency’s performance has been awarded many times nationally and internationally. Just recently, TC Gruppe accomplished first place in the “PR Report Award” (PR strategy and international PR) for “Supporter’s Paradise” — a campaign for the Ministry of State Baden-Württemberg during the Soccer World Cup 2006.

Customer-orientated Working

The timely identification of trends and changes is deeply anchored in the philosophy of TC GRUPPE, according to which the service portfolio is aligned. Therefore,

it was a logical step to extend the strategic operating area to countries such as China. China is booming! No other country in the world attracts more European businesses. More and more companies not only relocate their production to China, but also consider it to be a new and highly profitable future market. Due to this expansionist drive the challenge for communication agencies lies in assisting European customers professionally and comprehensively when entering the Chinese market. TC GRUPPE did not only take up this challenge, but mastered it!

Helping to Enter the Chinese Market

Since the beginning of the year 2007, Business Media China AG (BMC) has been the new strategic partner of TC GRUPPE. BMC — listed on the Frankfurt Stock Exchange — has already been active in China for more than 16 years and is rep-

“The competencies of TC GRUPPE and BMC do not only complement each other greatly, but constitute a real benefit for businesses expanding to China.”

Thomas Dillig, Head of the China Performance Team

TC Gruppe

resented by offices in the most important industrial centres of China. With more than 250 employees on site, BMC is one of the largest marketing communication service providers in the segment of trade fairs, publishing and outdoor advertising. The management in China is linked up with important political institutions as well as within numerous industries. Hence, TC GRUPPE, which now has its own office in Beijing, can draw on an implemented structure and a grown competence which has long been established and is working optimally.

*Main Office in Ludwigsburg,
Local Branch in Beijing*

The necessary know-how in respect of the Chinese market, its culture and target audiences is concentrated in the “China-Performance Team” which was jointly founded by TC GRUPPE and BMC in the course of their partnership. The team is made up of European and Chinese employees, concentrating all competencies of Marketing and Marketing Communications, and is a new bridge to the Chinese market. At the agency’s headquarters in Ludwigsburg, the team is working closely with the on-site office in Beijing. The disciplines range from strategic branding to trade fair presences, from events to the Internet, from sales support to creative point of sales solutions.

China is the Future

The strategic extension of TC GRUPPE’s business segment has already shown success. “Our customers have greatly welcomed our wider service portfolio and our new activities in China” states Markus Heim, Chief Executive Officer of TC GRUPPE. ☼

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MEMBER OF THE GETINGE GROUP

Healthy prospects

Baden-Württemberg is Europe's centre for medical technology. Its company's build on the know-how accumulated through decades of experience and the strong research backing by both public and private institutions.

TEXT *Hans Seidenstücker*

Creating Health

Heartland of medical technology

Germany is the third largest manufacturer of medical technology — behind the US and Japan — and Baden-Württemberg the heart of Germany's medical technology industry. According to figures published by the German industry association Spectaris, 19 percent of all German medical technology manufacturers are located in Baden-Württemberg, employing more than 200,000 people. Approximately 22 percent of the sector's turnover is generated in Baden-Württemberg, generating annual exports exceeding 15 billion euros.

The fact that the world's largest clusters for surgical instruments is located in Tuttlingen underlines the state's leading role in the area of medical technology. The foundations for this successful development in one of the leading sectors of the future are easily identified. "Swabian Tüftler" tinker till they find the perfect solution, suppliers and manufacturers cooperate closely to ensure continuous development. And both benefit from an excellent education system and research environment which includes seven universities offering study courses related to medical technology, 15 medical research institutes and 19 technology transfer centres. They research on such diverse topics as biomaterials and organ replacements, molecular biology, immunobiology and cancer or develop the latest biomechanical engineering processes. In addition, 15 hospitals with more than 750 beds are located in Baden-Württemberg. As a result, the exchange between scientists who through their basic research provide the foundation for innovative medical technologies, medical technology manufacturers and the end-users in hospitals and doctors offices is a close one.

For example, at the University Hospital Tübingen a unique experimental operating room is being developed. Industry associations, architects, domestic appliance makers and medical technicians have met with top-ranking manufacturers of medical equipment, along with university physicians, to design the integrated operating room of the future. The goal is to design an operating room which features improved ergonomic

01 Researchers, medical technology companies and end-users cooperate closely in Baden-Württemberg

 Maquet



02

conditions, optimised workflows and equipment that can be operated more efficiently, thus reducing treatment errors.

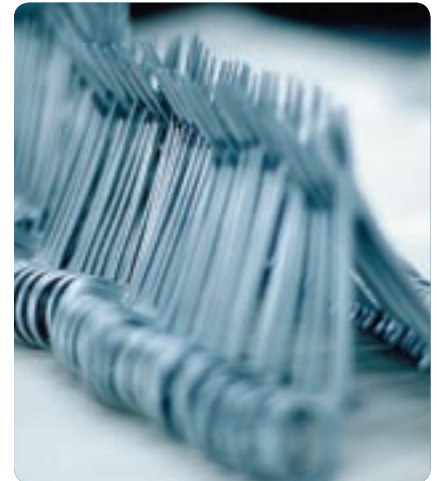
The fact, that more than 50 percent of the products sold by Baden-Württemberg's medical technology companies are less than three years old underlines the sector's innovative power. Companies such as Aesculap, Karl Storz or Maquet — to name just a few of the more than 570 medical technology companies located in the state — have repeatedly been at the forefront of technological developments such as the minituration of instruments and medical devices, minimal invasive surgery or the use of new technologies such as biotechnology, photonics and nanotechnology to develop new products.

International Profile

To further increase international awareness of Baden-Württemberg's medical technology cluster, the state presents itself at international exhibitions like the Arab Health — the world's second largest medical ex-

02 Baden-Württemberg's companies are actively involved in designing the hospital room of the future

 KLSMARTIN



03

03 More than 570 medical technology companies provide a comprehensive range of medical products

 Aesculap

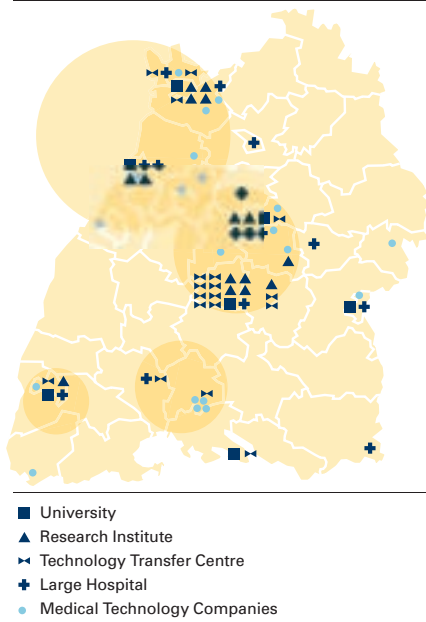
hibition — in Dubai. The latest initiative is the establishment of a new exhibition for medical technology and solutions in Stuttgart called TopClinica. "Several leading ›



"TopClinica, our new medical technology exhibition, will attract approximately 200 exhibitors and more than 7,500 visitors."

Andreas Wiesinger, Messe Stuttgart

CIRCLES AND SQUARES HEALTH CLUSTER



› medical technology companies approached the Messe Stuttgart and Baden-Württemberg's Ministry of Economic Affairs with the request to establish an exhibition tailored to their needs. TopClinica addresses hospital decision-makers. The exhibition will bring together all medical disciplines", explains Andreas Wiesinger, the manager in charge of Messe Stuttgart's new exhibition. In June 2008, the doors to the TopClinica will open for the first time. From then on, the exhibition is set to take place annually. The organisers expect to attract approximately 200 exhibitors and 7,500 visitors, 20 percent of whom are expected to come from abroad.

Positive Outlook

Medical technology makers in Baden-Württemberg are optimistic that they will remain successful in a market whose annual growth rates continue to exceed five percent. Most have been able to significantly increase their turnover and earnings in recent years, even though competition has certainly become stiffer. But both established companies as well as successful university spin-offs have repeatedly demonstrated their innovative powers by bringing new technologies to market and improving existing ones. ☼

Diverse and innovative

In 2002, the government of Baden-Württemberg established the Biopro Baden-Württemberg GmbH based in Stuttgart. The service and marketing agency pursues the targeted support of research institutions and companies of the biotechnology and life science sectors. Biopro CEO Dr. Ralf Kindervater explains how Baden-Württemberg became one of the world's leading biotech clusters and how it seeks to ensure future success.

INTERVIEW *Hans Seidenstücker*

Biopro Baden-Württemberg

Moving Forward

Developing one of the world's leading biotech clusters

How well does Baden-Württemberg's biotechnology and life sciences cluster fare compared to the international competition? What are its unique characteristics?

Baden-Württemberg does not have to shy away from comparing itself with leading international biotech clusters such as Oxford/Cambridge or the San Francisco Bay Area. But in contrast to these regions, the sector in Baden-Württemberg is not concentrated in a single centre. As a result, we draw less international attention to ourselves. In addition to the 150 biotech companies, Baden-Württemberg has 120 pharma and pharma-related companies and more than 570 medical technology companies. The latter two in particular have grown organi-

cally over decades, while other regions did not establish their biotech infrastructure until the 1990s. One of the main tasks of Biopro is to help disseminate the biotech sector's innovative research and manufacturing technologies to the classic applications in the pharmaceutical and medical technology sector. A number of companies are already using innovative biopharmaceutical technologies — for instance Rentschler, Merckle and Boehringer Ingelheim in Ulm. I always call this bioregion our 'hidden champion', because it developed gradually without drawing much attention to itself. Now, people suddenly realise that Europe's largest recombinant protein production facility is located in Biberach.



How does the increasing importance of biotechnology affect university education?

The universities in Baden-Württemberg are currently introducing BA and Master's degree programmes in line with the so-called Bologna process which aims to harmonise European higher education. As a result, bachelors will finish their studies faster. While they will have learnt the basic tools of their trade, they will not yet be sufficiently educated in all areas. The aim has to be that these bachelors will get a job, receive on-the-job training and be further educated through master study programmes tailored to the specific needs of industry. These solutions are currently being discussed in Baden-Württemberg. Companies are already actively involved in this process. Two showcases are the University of Applied Sciences in Biberach and the University of Applied Sciences in Esslingen. In Biberach, managers from two of the world's leading companies in the biotechnology sector — Boehringer Ingelheim and Rentschler — teach Germany's first course of study on pharmaceutical biotechnology specifically tailored to the industrial development and manufacture of biopharmaceuticals. In Esslingen a completely new course of study in biotechnology was established in 2003. Here, managers with decades of experience in biotechnological engineering and analysis educate students and conduct joint projects with companies thus providing students with much hands-on experience.

More than 50 percent of the products sold by Baden-Württemberg's medical technology companies are less than three years old. How can this fast pace of innovation be sustained?

In an era of increasing international competition, innovation is key. Tuttlingen and Hechingen were economically underdeveloped regions just a few decades ago, but have been transformed into strong medical clusters. But one always has to stay on top of current developments. Take the example of regenerative medicine where cellular technologies become ever more important. If its companies were to miss the boat, Tuttlingen's strength in the manufacture of surgical instruments and micro surgery might quickly be a thing of the past. Together with third parties, Biopro seeks to

“Baden-Württemberg does not have to shy away from comparing itself with leading international biotech clusters such as Oxford/Cambridge or the San Francisco Bay Area.”

Dr. Ralf Kindervater,
CEO Biopro Baden-Württemberg GmbH

ensure that companies are aware of current trends and continue to innovate. Companies along the entire value chain — from supplier to OEM. Especially the former sometimes struggle to use new manufacturing processes. At the moment, we are in the process of bringing all actors to the table and to improve education, research, and networking with national and international actors.

In 2008, Biopro celebrates its fifth anniversary. What have been your biggest achievements so far?

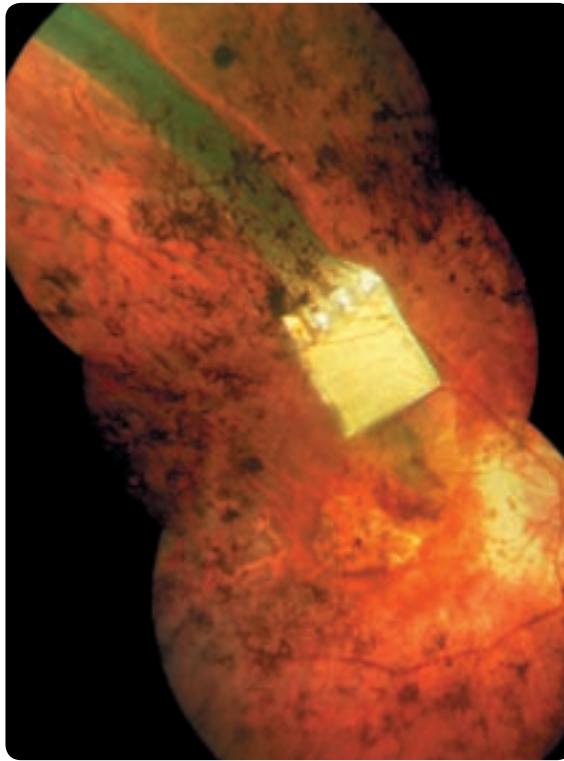
First, we established our biotech/life sciences internet portal (www.bio-pro.de/en) which is available both in English and German. We count at least 50,000 page impressions per month and have developed the website into a comprehensive information resource with approximately 5,000 articles on the biotech and life sciences sector in Baden-Württemberg. Second, we have succeeded in strengthening networks between biotech research and the pharmaceutical and medical technology industry. Third, we have just established a new cluster 'biopolymers/biomaterials' which includes more than 60 large and medium-sized companies, 34 research institutions and three financial partners. The goal is to use biotechnology to create CO₂-neutral plastics on the basis of renewable raw materials. Less than two years ago, no interaction existed between the biotechnology sector and the plastics industry. Today, representatives from the packaging, construction, automotive, medical technology and textile sector cooperate closely. ☼

Excellent universities and cutting-edge research are prerequisites for a strong biotech sector. How do you ensure knowledge transfer between universities, research institutions and companies?

All state universities have internationally competitive science departments who are strong in biotech research. Our five biotech regions are all backed-up by universities. The difficult task is to transfer knowledge and technologies from the research environment to companies for commercial application. Here, Biopro is a sought-after partner, because of our background both in science and business. With our knowledge management system, we get in depth knowledge of all informations about actual topics in research being done at universities and research institutions and the needs of individual companies. And we have a better understanding of industry's needs than many research institutions. We thus serve as a mediator who not only offers patents via licensing procedures, but instead actively approaches companies with comprehensive solutions. But it also works in the other direction. When a company has identified a strategic gap, it consults with us and often benefits from our advice.

**Promoting the Industry
of Baden-Württemberg**

Mikrosystemtechnik Baden-Württemberg e.V. has been founded in cooperation with the Baden-Württemberg ministry of economics in 2005. The organisation improves the premises for novel products, new target markets and assists the creation of knowledge-based jobs in German industry.



Retina Implant has developed an active subretinal chip that restores partial vision to people who are blind from Retinitis Pigmentosa and Macula Degeneration.

Retina Implant



Peter Josef Jeuk is Managing Director of the Association

MST BW e.V.

Motor for Innovations *Strategies of the Cluster MicroTEC Südwest improve the competitiveness of industries*

The integration of novel materials, advanced functions and intelligent systems in future products and the ability to produce by using economic instruments and reducing the timeline of the process of innovation: This is the challenge that Germany as Europe's leading industrial location has to meet for the near future. The microtechnology in the fields of information technology and systems engineering is probably the most important cross-sectional technology in Germany. It enables precise devel-

opments and gives technological answers which lead to competitive products and processes on the international market.

Microtechnology in Baden-Württemberg and the cluster MicroTEC Südwest proved to be as the decisioning motor of innovation in a row of industries such as microelectromechanical products in the automotive industry. The market leader Robert Bosch develops and manufactures in the Cluster MicroTEC Südwest in cooperation with second-tier sub-suppliers. Further participants of MicroTEC Südwest are companies like Daimler AG, FESTO AG, Endress+Hauser AG & Co. KG, and Carl Zeiss GmbH.

Pushing Intersectoral Transfers

The strategy of the cluster MicroTEC Südwest advances the current position of the microtechnology as key discipline for sectoral troubleshooting. An early validation of potentials of innovation and invention is

pursued as long-term complement to the 3-phase progress of innovation (invention, innovation, diffusion) within an industry. Moreover, an intersectoral pressure motivated by cluster-activities (drift complements diffusion) is expected to reach a high degree of application. This documents the claim of the cluster MicroTEC Südwest to realise improvements on all levels in the value-added chain and to secure company-owned know-how in complex international supplier markets, for example.

Holding or Strengthening the Market Position

The cluster forwards the deep linking of science and economy in forms of concerted schools in management and know-how as well as the implementation of collective lead projects. This helps to further upgrade the competitiveness of sectors which already use the interdisciplinary microtechnology (automotive industry, information and communication technology, medical and sensorial technics). But other industries which rarely used micro technical elements so far (industrial engineering, energetical technics, consumer), could profit from the creation of better conditions in the international competition, too. Furthermore, the Cluster MicroTEC Südwest assists small and medium-sized companies in Germany in the professional implementation of the sometimes complex world of microtechnology. ✨

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Key to success

Karl Storz has become one of the leading manufacturers of endoscopic instruments and devices. In 1996, Dr. h.c. mult. Sybill Storz took over the management of Karl Storz. She talks about the keys to success and the role of family-owned companies in a globalising world.

INTERVIEW *Hans Gäng*



CLUSTERS & MORE
KARL STORZ

Understanding Medical Needs Sybill Storz explains success

How do you manage the new and further product development? How do you ensure the continuous high quality of your services?

Since its foundation more than 60 years ago our company has cooperated closely with leading physicians, university hospitals and research institutions. Due to these close relationships with the medical users, we receive many ideas which we can then develop further. It is our task to understand medical needs and to follow market trends in order to implement medical engineering solutions with our experts. By accompanying the entire product development process — from the initial idea to the finished product — Karl Storz is able to ensure quality along the entire value-added chain from development over manufacturing to sales and marketing.

Karl Storz is an internationally successful company. How have you built up and organised your global business?

Today, Karl Storz is a globally active family-owned company. In addition to our headquarters in Tuttlingen we have established seven international production facilities. It is important to note, that our global expansion was never driven by low cost arguments. Instead it was solely based

on the fact that specialised know-how was available in a region — e.g. camera manufacturing in the United States.

Every location has its own core competence. For this reason, our international locations also ensure the continued existence of our headquarters in Germany. Due to international division of labour, we are able to offer a comprehensive and complete range of products for more than 14 fields in human medicine. Our 28 sales companies abroad, which today are located on all five continents, help us provide comprehensive advice and optimum service close to our customers.

Counterfeit products have become a serious problem for globally active companies. How do you deal with this new reality of globalisation?

As a leading company, we are unfortunately affected by product piracy. Usually those counterfeits come from Asia, but our sector

also suffers from German counterfeiters. In future we will continue to take legal action against this anticompetitive behaviour. Counterfeit products do not only inflict economic losses, but also potentially endanger the jobs of our employees.

How has Karl Storz diversified?

Our major business area is human medicine. In addition, we also serve the markets for veterinary medicine and technical endoscopy (Industrial Group) with our endoscopic products. Those two small supplementary business units round off our range of products. Hence, we support in-house knowledge transfer between those three business units. The products and solutions are the same in all fields, but they are used for different applications — e.g. for minimal invasive removal of the human gall bladder, surgical procedures for the race horses or indeed technical inspections of aircraft engines. It is our strength to customise these endoscopic products.

How would you describe the outlook for human resources development in your company?

Lack of skilled employees is certainly an important issue also affecting our sector. In addition, the qualification of entrants and trainees is a relevant aspect. Our company wants to be an attractive partner to acquire employees, who want to be successful, too.

How do you see the future of family-owned companies in a globalised world?

Strong leadership by the owner family combined with a smart, intelligent task sharing and delegation is the basis for success. Unlike many companies listed on the stock exchange, family-owned companies are not dependent on the rapid development of the international capital markets. That is the reason why family-owned companies are able to plan in the long term and implement their business strategies in a sustainable manner. Our legal status assures long-term success because of the continuous high quality of our services. ☼

“Due to the decades of specialisation of the Tuttlingen region on medical devices, we find many skilled workers such as surgical instrument makers.”

Dr. h.c. mult. Sybill Storz



Revolutionising diagnostics

Modern endoscopy has revolutionised medical diagnostics and surgical techniques. The name Karl Storz has been closely linked with these developments.

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Pioneering Spirit *Karl Storz: A leader in the world of endoscopy*

Established by Dr. med. h. c. Karl Storz in 1945, the Karl Storz company — manufacturer of endoscopes and endoscopic instruments and units — celebrated its 60th anniversary in 2005. During these more than 60 years of resounding market presence, the company has evolved into a manufacturer known and appreciated worldwide for its quality and product innovations. From its headquarters in Tuttlingen (Germany), Karl Storz has developed from a two-man business into a globally operating company. Today it employs 3,800 people worldwide, with 1,800 people alone working at the company's headquarters and production facility in Tuttlingen. Seven other production sites (in Europe and the USA) and 28 sales and marketing subsidiaries are located worldwide.

Looking back at the early stages of the company, Dr. Karl Storz already showed — ahead of his times — the entrepreneur-

ial instinct to set the correct future direction of the company. The early and promising focus on endoscopy by Karl Storz began at a time when endoscopy was still at a very early stage of development. As early as 1953, Dr. med. h. c. Karl Storz designed and built his first endoscope, at that time still with the conventional optical system,

and thus marked the beginning of endoscopy in his small business. What began in the fifties and sixties as new techniques for improving illumination and documentation as well as creating previously unseen image quality, was pursued consistently in the 21st century.

Latest Innovations

Current product innovations include, for instance, the first fully digital camera platform Image1™ (2002), the Tricam® 3D imaging system (2003), bipolar resectoscopes for gynecology and urology (2004) and the transurethral operation simulator (2004).

Another key area of current development work is the complete OR solution

WIDE RANGE KARL STORZ PROVIDES SOLUTIONS IN THE FOLLOWING MEDICAL DISCIPLINES

The Karl Storz business strategy is based on long-term and sustainable planning and the maintenance of consistent high quality. To ensure optimal use of resources in the Karl Storz group, research is conducted at each production site. This enables the company to continuously provide physicians with product solutions in the following medical disciplines:

- | | | |
|-------------------------------------|--------------------------|-----------------------------------|
| › Neuro-Endoscopy | › Cardiovascular Surgery | › Arthroscopy and Sports Medicine |
| › Oral and Maxillofacial Surgery | › Thoracic Surgery | › Spine Surgery |
| › Ear, Nose and Throat | › Gastroenterology | › Pediatrics |
| › Plastic Surgery | › Laparoscopy | › Telepresence |
| › Anesthesia and Emergency Medicine | › Gynecology | › OR1™ — |
| | › Urology | The integrated OR |
| | › Proctology | |

OR1™, a unique concept for the integration of various techniques in the operating room. At the heart of the OR1™ concept is the direct central control of all surgical and peripheral devices via touch screen or speech control from within the sterile area. In this way, operating procedures are accelerated both before, during and after the intervention, and the risk of incorrect operation is reduced. An integrated digital recording system makes it easier to archive image, video and audio data from important operative procedures and results, both for patient documentation and scientific evaluations.

In 2007 Karl Storz is proud of presenting over 30 innovations in various fields of endoscopy. Especially the company will benefit from the upcoming trade fairs, e.g. Arab Health 2008, to showcase these highlights to health professionals from all over the world. Such exhibitions are also an ideal opportunity to exchange views with medical experts in order to gain first-hand knowledge of customer needs and demands in the medical field. Already in advance Karl Storz has provided an unique insight into particularly interesting product highlights. It is remarkable how Karl Storz continues to offer innovative products for various disciplines, never losing sight of the principle of modular systems.

New Simulation System for Ear Surgery

In the Ear, Nose & Throat field, Karl Storz sets new standards with the latest simulation system for ear surgery. Developed in cooperation with the University of Leipzig and Innovationszentrum für Computergestützte Chirurgie (ICCAS), this new simulation system represents an important component in the modern training of physicians. The temporal bone model, made of mineral compounds, is connected to simulation software via an interface. This enables the exact evaluation of, for example, the duration of the (simulated) intervention as well as the amount and type of injured structures.

New Vision in Medicine

The most recent invention is the Image1™ HD (High Definition) camera platform (2006). HD technology, known from the consumer product sector, also promises to be a qualitative breakthrough in endo-

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With OR1™ operating procedures are accelerated and the risk of incorrect operation is reduced

KARL STORZ



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02

From its headquarters in Tuttlingen, Karl Storz has developed into a globally operating company

KARL STORZ

03

Endocameleon — the first and only laparoscope worldwide with a variable direction of view

KARL STORZ



03

scopic video documentation. It was for this reason that Karl Storz developed a new video platform which allows the optimum use of HD technology: the new HD platform Image1™ hub. This offers the user ultimate image quality for the ultra-precise rendition even of the finest tissue and vascular structures with the highest physical image resolution specified for HD of 1920 x 1080 pixels, equal to five times the image information available from today's PAL standard.

Restrictions Lifted

Up to now the surgeon was forced to choose the telescope best suited for a specific intervention, i.e. directions of angle 0°, 30° and 45°. However, the surgeon was then restricted to this particular angle of view or had to change telescopes during an operation to obtain another angle of view. Karl Storz now offers the solution: Endocameleon — the first and only laparoscope worldwide with a variable direction of view. The new Endocameleon combines the customary and proven user comfort of the conventional 0° Hopkins® rod lens telescope with the features and benefits of a laparoscope with a variable direction of view. This new, innovative laparoscope enables the user to adjust the direction of view between 0° and 120° quickly and eas-

ily according to individual requirements. This dispenses with the need to exchange telescopes during a surgical intervention and provides the surgeon with an optimal visualisation of the operative field. The new Endocameleon also provides ideal visualisation of regions previously inaccessible to conventional laparoscopes.

Continuing Success

The above mentioned product highlights clearly show that Karl Storz rises to the challenge of keeping up with current medical developments.

The continuity of the family company underscores this innovative force: After the death of Dr. med. h. c. Karl Storz in 1996 Sybill Storz took over the management as chief executive of the Karl Storz group. Since then Dr. h. c. mult. Sybill Storz proceeds the leadership in research and development and continues a successfully marketing strategy throughout the world. Since 1996 over 100 new patents could be registered and global turnover increased approximately by 15-20 percent each year. The management of the family-owned company has set the course for the future. Dr. Sybill Storz's son, Karl-Christian Storz, already bears the responsibility for various divisions since 1996 and is member of the board since 2005. ☼

**High technology for
upgraded healthcare**

MAQUET manufactures medical technology for hospital workstations or emergency rooms such as products in ventilation therapy. The company's aim is to facilitate the work of surgeons with modern equipment enabling the best medical attendance for patients.

Technical Help for Physical Health

*Maquet creates innovative medical
technology for clinical assistance
and advanced physical health*



01



02

MAQUET, based in Rastatt, Germany, is a global market leader in Medical Systems focused on the Operating Room (OR) and Intensive Care Unit (ICU). MAQUET focuses on clinical care providers and the impact of technology on the patient. Owned by the publicly-listed Swedish group of companies Getinge AB (10,100 employees, 1,735 million euros turnover in 2006), MAQUET continues to distance itself from its competition with R&D that produces world-beating products in all three of its Business Divisions.

Foundation in the 19th Century

MAQUET is possibly the oldest manufacturer of healthcare equipment in Europe, having been founded in 1838 by Johann Friedrich Fischer in Heidelberg, Germany. The company first began to manufacture patient chairs and other healthcare equipment. In 1876 the company was taken over by Curt Maquet and, shortly afterwards, moved to its present site in Rastatt, Germany. After more than 100 years of consistent growth, the company was acquired by Getinge of Sweden in 2000 and, at the same time, founded its new Business Area of Medical Systems. The MAQUET brand forms the umbrella for a wide range of products designed for use in hospital workstations, emergency rooms, operating theatres and intensive care units. The company currently operates in more than 30 countries, with facilities and sales offices supported by a further 200 distributors and partner companies throughout the world. Its manufacturing centres of excellence are located in Germany, France, Sweden, Turkey and China.

MAQUET continues to lead the competition by investing in research and development to provide long-lasting value and to define the best medical technology available on the market. Today MAQUET employs 3,000 people worldwide and posted a turnover of about 608.35 million euros in 2006. The company operates three separate Business Divisions: MAQUET Critical Care, MAQUET Cardiopulmonary and MAQUET Surgical Workplaces.

MAQUET Critical Care

In medical ventilation systems, MAQUET is the clear market leader and, since its introduction of the world's first SERVO ventilator in 1971, has become the world's number one surgical ventilation brand. More than 100,000 critical care ventilation systems have been shipped since the business was started. Today, the MAQUET SERVO-i ventilation platform globally holds the top position and was originally the very first ventilator in the market designed to grow with the clinician's constantly changing needs.

This unique design philosophy has enabled MAQUET to secure lasting value from its considerable investments in SERVO ventilation systems development programmes such as NAVA (Neurally Adjusted Ventilatory Assist). NAVA is a new approach to mechanical ventilation which allows the patient to control the ventilator with his/her respiratory center. NAVA represents a paradigm shift in the area of ventilation therapy.

The typical intensive care unit (ICU) needs to be prepared for any combination of patient and clinical care situations. The

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01

MAQUET's education programmes for clinicians
MAQUET

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MAQUET is a subsidiary of the Swedish group GETINGE AB
MAQUET

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Since its foundation in 1836, MAQUET has stood for technological progress
MAQUET

latest SERVO-i platform from MAQUET meets the demands of neonatal, paediatrics, adults and all other patient categories. The equipment supports both invasive and non-invasive ventilation and combines the highest level of clinical performance with outstanding mobility and cost-efficiency.

Above all MAQUET FLOW-i, the new anaesthesia system which is under development, was recently presented to the public. MAQUET FLOW-i is a modular ergonomic system that combines advanced ICU ventilator performance with state-of-the-art anesthesia delivery.

MAQUET Cardiopulmonary

MAQUET Cardiopulmonary produces heart-lung machines, oxygenators and consumables, as well as developing innovations for intra- and post-operative treatment in cardiac surgery. GETINGE, the parent company of MAQUET, has just signed a definitive agreement to acquire the Cardiac Surgery and Vascular Surgery divisions of the Boston Scientific Corporation in USA. With this acquisition, Getinge will establish a basis for building a global market-leading business in the area of cardiac and vascular surgery in the coming years. The acquisition is conditional upon the approval of the competition authorities in USA, Germany and Poland.

MAQUET Surgical Workplaces

MAQUET Surgical Workplaces concentrates on the design of operating theatres with workflow-optimised infrastructures. It provides a wide range of procedure-oriented products to enhance workflows, including operating tables, operating lights, ceiling service units and video communication systems.

Improving functionality and workflow efficiency is a prerequisite for the development of any MAQUET product. Practice-oriented, forward looking products are the hallmark of efficient design, and MAQUET's latest OR table system MAGNUS offers an example that surpasses traditional limitations in design and operation. Because of its perfect height adjustment,



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the MAGNUS operating table surface helps surgeons to work in a relaxed position, whether they are standing or sitting. Sections that can be adjusted at extreme angles, especially for tipping and tilting, can be summed up in one sentence: "Gravity becomes the surgeon's third hand".

Ceiling service units are yet another area where MAQUET's core-competences have made it a market leader. Nowadays operating rooms must manage an ever-increasing number of items of equipment in an ever-decreasing amount of floor space.

Video imaging has become an indispensable tool in the operating theatre today, and MAQUET's telemedicine system of suspended conduits enables safe insertion of cabling to convey any type of digital or analogue signal. In this way, the surgical team can instantly access required information for such items as patient data, scanner, IRM and radiology or video images. The expectations for telemedicine are great. MAQUET has developed the

first video communications system specifically designed for medical use. It transmits both images and sound live from the operating room to the PC. And it does so in top-flight digital audio and video quality. It can broadcast through the in-house IT network or to any location on the planet via internet.

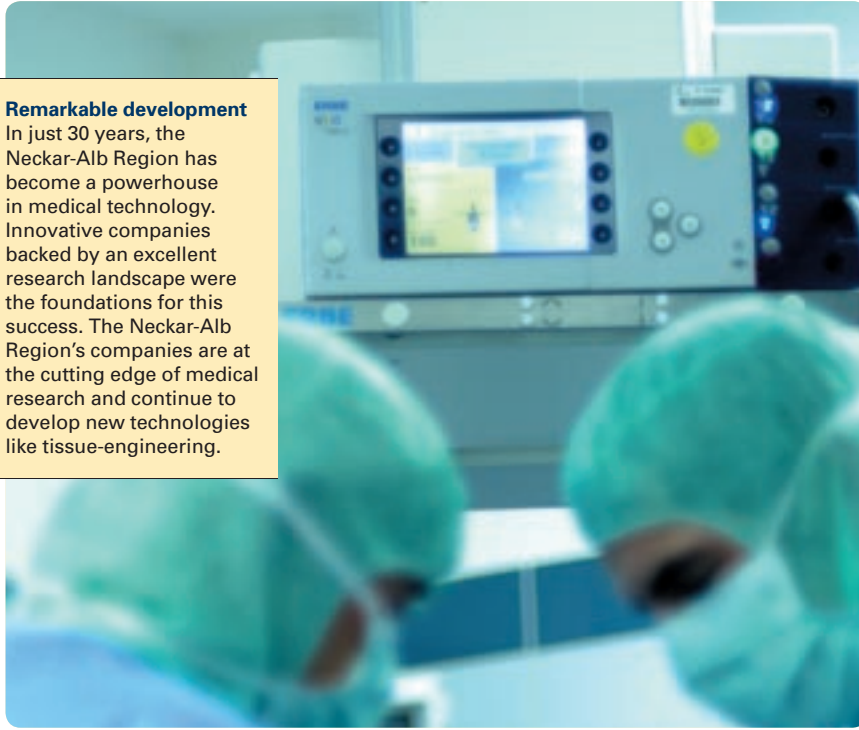
Over a period of many years the company's commitment to technical innovation and clinical performance has enjoyed it a good reputation for setting 'The Gold Standard' in terms of quality and technological progress.

Creating "The Gold Standard"

The objective of being among the world's leading providers of advanced technology means that MAQUET is committed to delivering reliable, innovative, high-quality products and services. Constant investment in R&D for best patient care and treatment in the acute healthcare market is the declared goal of MAQUET. ✧

Remarkable development

In just 30 years, the Neckar-Alb Region has become a powerhouse in medical technology. Innovative companies backed by an excellent research landscape were the foundations for this success. The Neckar-Alb Region's companies are at the cutting edge of medical research and continue to develop new technologies like tissue-engineering.



ERBE Elektromedizin GmbH

Medical Technology *Made in Neckar-Alb*

Blind persons can see again, deaf hear again and hip patients walk again. Made possible by microchips implanted in the retina, titanium ossicles and bio-compatible replacement joints "Made in Neckar-Alb". The region located south of Stuttgart has become one of the world's most important medical technology clusters.

The Neckar-Alb Region is part of the Stuttgart metropolitan region. With its counties Reutlingen, Tübingen and Zollernalb it is among the most powerful economic regions in Europe. More than 700,000 people live here, approximately

45,000 companies in industry, services, commerce and trade call it home. The region between Neckar and Alb is characterised by a high quality of life.

The region has traditionally been strong in mechanical engineering, textile technology and the automotive sector. In recent years, information and communication technology and especially medical technology and biotechnology have been added. Especially the medical technology sector in the Neckar-Alb Region has been able to expand its competencies. Currently the sector counts approximately 75 companies employing 4,000 people.

"Medical Valley" Hechingen

Among the specialities of the medical technology cluster are electromedical devices as well as implants and prostheses. A number of well-known manufacturers and aspiring start-ups are located in the Neckar-Alb Region. The Erbe Elektromedizin GmbH manufactures surgical systems with which tissue can be dissected precisely and with minimal blood loss. The Maquet Cardio-

pulmonary AG located in Hirrlingen has specialised in heart-lung machines as well as innovations for open heart surgery. The Gambro GmbH in Hechingen is specialised in dialysis equipment and catheter technology. In the implant sector, the Jotec GmbH develops solutions for vascular diseases and produces stents. The development of stent systems and especially drug eluting stents with customised coatings has become the speciality of the Translumina GmbH.

As part of the growing medical technology field in the Neckar-Alb Region, the "Medical Valley" in Hechingen stands out. More than a quarter of all medical technology companies in the region have located here. A remarkable development: In the early 70s only a few medical technology companies employing several hundred people existed in the Medical Valley. Today, they count 2,700 employees.

Excellent Research Landscape

The medical technology clearly benefits from the excellent research landscape in the region. 7,500 students of medicine, science, engineering and IT study and research at the University Tübingen as well as the universities of applied science in Reutlingen, Albstadt-Sigmaringen and Rottenburg.

For instance, one current research project of the University and the University Hospital Tübingen is the experimental OR. In a former factory, doctors and technicians develop the operating room of the future and seek to optimise workflows, room layout and medical equipment. The NMI Natural and Medical Sciences Institute in Reutlingen also researches in tomorrow's medicine. NMI conducts cutting-edge applied research and development at the interface of the life sciences and materials sciences and currently develops a new generation of implants.

Successful Spin-Offs

Many spin-offs demonstrate the successful transfer of ideas and technology between science and business. Researchers at the regional universities have established successful companies. One of the best known examples is Retina Implant. The Reutlingen-based company develops retina implants, with which blind people can recover some of their sight. Another example is the Tetec AG. Tetec uses tissue engineering to develop and produce customised cartilage implants for use in the knee joint. ☼

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Tuttlingen's picturesque city centre with its market square and city hall

Stadt Tuttlingen



Today, approximately 400 business are directly involved in the manufacture of surgical and medical devices

Stadt Tuttlingen



With the Stadthalle, Tuttlingen has one of the most modern congress centres in Baden-Württemberg

Stadt Tuttlingen



Healthy outlook

Tuttlingen, the modern and family-friendly city, is well-known both as future-oriented business location as well as a rising cultural centre in the Schwarzwald-Baar-Heuberg region.

Tuttlingen Surprises... *Global centre of medical technology*

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Tuttlingen is a prime business location with more than 300 years of tradition and perfect prospects. More than 20,000 jobs underline its economic strength — Tuttlingen's unemployment rate is less than half the German average. Upon closer inspection, one realises that Tuttlingen not only develops and manufactures medical technology. Instead, there is a healthy sectoral mix with distinct strengths in technologically-demanding research, development and production. The large and continuously increasing number of medium-sized companies is striking.

Global Player

The "global centre of medical technology" has a 130 year long tradition and is among today's global players in terms of innovation, trends and advances in medical technology. Tuttlingen has formed a unique cluster in medical technology, whose foundation was laid by the company Jetter & Scherer which established the first medical technology factory in Tuttlingen. Today, the world-famous company operates under the name Aesculap AG & Co. KG — a subsidiary of B. Braun Melsungen since 1999. Other well-known Tuttlingen-based companies followed and further strengthened the city's role as one of the prime locations for medical technology: Among them, the Karl Storz GmbH & Co. KG, the world's leading manufacturers of endoscopes, the Henke-Sass Wolf GmbH, the Berchtold GmbH & Co. or the Gebr. Martin GmbH & Co. KG — just to mention a few.

Today in Tuttlingen and its districts Möhringen, Nendingen and Eßlingen ap-

proximately 400 businesses are directly involved in the manufacture of surgical and medical devices. In addition, numerous companies such as toolmaking, polishing or galvanising companies serve as suppliers. Today as in the past, the continued success of Tuttlingen's businesses on the national and international markets is based upon the high level of quality and the development of innovative high-quality technological products and manufacturing processes.

Due to the importance of the medical technology sector and to ensure the sector's future, the city has undertaken a number of steps. For instance, in fall 2003 in close cooperation with the University of Applied Sciences Reutlingen, leading companies, and the city and county administration a Master of Business Administration in "Medical Devices and Healthcare Management" was established in Tuttlingen. This study course is specially designed to communicate management expertise to junior staff in the medical technology and healthcare sector.

Successful Transformation

The successful transformation of Tuttlingen into the prime address among business locations is first of all the result of the work of determined entrepreneurs, resourceful engineers and highly-qualified employees. The city of Tuttlingen creates business-friendly conditions — and offers more than just commercial real estate and low taxes: Through comprehensive support of modern educational institutions, the city plays ensures that its sectors of the future can count on a new generation fit for the future. ☼



New healthcare exhibition

With the new healthcare exhibition TopClinica the Messe Stuttgart brings together company representatives and decision-makers from hospitals. They benefit from a concentrated presentation of key developments in products and medical technology and the accompanying congress programme organised by strong partners.

01

TopClinica: New must-attend event

Hospital decision-makers flock to Stuttgart

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TopClinica, International Trade Fair and Congress for Medical Equipment and Solutions, will be held for the first time in Stuttgart from 11 to 13 June 2008. This event will focus on the “Clinic Principle” and is aimed solely at decision-makers from European clinics and hospitals. In addition to the extraordinary trade fair concept which has never been implemented in any of the previous events for doctors, there are other arguments which promise to ensure that this event will be a success. “TopClinica was established in April 2007 together with the Baden-Württemberg Ministry of Economic Affairs and market leaders from the medical industry, who no longer felt adequately represented at exist-

ing trade fairs”, said Ulrich Kromer, Managing Director of Messe Stuttgart. “This new platform for decision-makers in clinics was therefore developed jointly by numerous partners and industry leaders, and will be presented next year to international visitors at Europe’s most modern trade fair centre. These are outstanding conditions for a successful premiere.”

Great Expectations

Messe Stuttgart and its partners are expecting around 200 exhibitors — just under 80 have already registered — when TopClinica opens its doors for the first time. It is anticipated that the Trade Fair and Congress will attract 7,500 German and European trade visitors, who are top decision-makers in hospitals. The concentration on the “Clinic Principle” — on an interdisciplinary basis and independent of the specialist medical field — is an important element of the concept and also a unique feature of TopClinica. International market leaders, who are part of the medicine cluster in Baden-Württemberg, have supported the international trade fair right from the beginning and indicated weeks ago that they would be attending TopClinica: Erbe Elektromedizin GmbH, Gebrüder Mar-

01

The heart of Europe's medical technology industry beats in Baden-Württemberg

istockphoto

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With Europe's most modern trade fair centre, Stuttgart offers ideal conditions

Messe Stuttgart

tin GmbH & Co. KG, Karl Storz GmbH & Co. KG, Richard Wolf GmbH, Rudolf Medical GmbH & Co. KG, Wilhelm Julius Teufel GmbH and Trumpf Kreuzer Medizin Systeme GmbH + Co. KG are some of the companies which have already registered.

The wide support by the industry is also clearly demonstrated by the cooperation partner Spectaris, the German Industry Association for Optical, Medical and Mechatronical Technologies. The Baden-Württemberg Ministry of Economic Affairs was also involved in the quick, target-group-oriented implementation of the innovative event concept after the joint idea was formulated to develop a new platform for top decision-makers from clinics. Thieme congress has agreed to act as the partner for the congress. This division of the Thieme Publishing Group will organise the first-class exchange of experiences, which is an important feature of the event concept and will reflect current topics from the trade fair: The topics of management/financial management, medicine, quality management, health policy, e-health and marketing will be examined and communicated in talks and podium discussions on all three days of the trade fair. Messe Stuttgart and the Institute of International Research (IIR) have joined forces to carry out joint marketing activities. Well-known as

the organiser of Arab Health, the renowned and largest event for the health industry in the Middle East, IIR is also an important partner for TopClinica.

Perfect Conditions

Another argument that makes TopClinica very attractive for exhibitors and visitors is the New Stuttgart Trade Fair Centre. The New Stuttgart Trade Fair Centre, Europe's most modern trade fair centre with the adjacent Stuttgart International Congress Centre (ICS), offers ideal conditions for the presentation of product developments and trends and for the promotion of the exchange of technical information during the Congress. In one of the world's most dynamic areas and Europe's leading high-tech region, exhibitors and clinic decision-makers will be able to make use of a trade fair centre with innovative architecture and a unique infrastructure: the exhibition halls are only 200 metres from Stuttgart Airport, which offers direct flights to 129 destinations in 29 countries. Visitors coming to TopClinica by car can drive directly from the A8 motorway into the multi-storey car park at the Stuttgart Trade Fair Centre. The rapid-transit railway (S-Bahn) also stops directly outside the Stuttgart Trade Fair Centre and there are plans to construct a separate main-line railway station with an ICE (intercity train) link. ☼



02

Die clevere Alternative zum Hotel

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High Potentials

Karlsruhe possesses many educational, geographical and infrastructural advantages

**Study internationally,
live multiculturally**

An advantageous geographical location, excellent infrastructure and elite educational institutions make Karlsruhe an attractive business location. In 2006, the University of Karlsruhe was selected as one of Germany's elite universities in 2006. Together, the university and the city seek to promote Karlsruhe internationally — in India and elsewhere.

TEXT *Andreas Scholz,
Sandra Huss*



01

The Palace of Karlsruhe against the beautiful backdrop of the Black Forest

Tourismus-Marketing GmbH
Baden-Württemberg

02

With its modern fairgrounds Karlsruhe is a top location for international trade fairs

Tourismus-Marketing GmbH
Baden-Württemberg

Karlsruhe profits from its favourable geographical location, excellent infrastructure and its proximity to business centres like Stuttgart, Mannheim or Freiburg. Karlsruhe is also seat of important courts of law like the Federal Constitutional Court. The Palace of Karlsruhe is the city's biggest tourist attraction and the centre of Karlsruhe's rich cultural life which includes theatres, variétés, museums and a vibrant music and club scene.

Architectural and Cultural Diversity

The Centre for Art and Media Karlsruhe (ZKM) attracts many international visitors interested in modern art and interactive media. The ZKM Media Museum is well-known throughout the world for its unique interactive art. The Staatliche Hochschule für Gestaltung Karlsruhe is also located on ZKM's grounds. Short distances facilitate the students' studies in modern design. The recreational value of Karlsruhe is complemented by sporting events like the games of the soccer club Karlsruher SC and activities like cycling or hiking in the nearby Black Forest, along the Rhine or in the French Vosges.

But tourists are not only interested in nature and active regeneration. Visitors from all over the world leave money in the famous casino in Baden-Baden or at the horse races in Iffezheim. Tourism marks an important source of income for Karlsruhe and surrounding areas. The relaxing spas in Baden-Baden, the impressive palaces of Rastatt and Bruchsal and the baroque palace of Karlsruhe — the region of Karlsruhe offers many architectural highlights.

Business Location Karlsruhe

Karlsruhe benefits from highly qualified employees like engineers who are being educated at Karlsruhe's international universities. Airports such as Baden-Baden or Frankfurt can be reached easily and doing business in nearby France is part of everyday life. The TechnologyRegion Karlsruhe is one of the leading regions in Germany and Europe in the fields of innovation, development and research. The services sector in the region is strongly represented. Numerous innovative companies in the IT sector like web.de GmbH, init or Fiducia IT AG have their headquarters in



02

Karlsruhe and surrounding areas. Other famous companies based in Karlsruhe are the health and beauty retailers dm-drogerie markt GmbH & Co. KG and the Energie Baden-Württemberg AG (ENBW), one of Germany's largest power companies.

Due to its geographical and infrastructural advantages, Karlsruhe is being selected as German manufacturing base or German branch office by international companies such as the French tyre producer Michelin and the world's largest manufacturer of cosmetics, L'oreal. The German branch office of international paper mill Stora Ensa is also located in the area of Karlsruhe.

Economic Power

The growing demand for power is an important element for Karlsruhe's present economic upswing. ENBW, the big electric power company, develops its business strategies in its head office in Karlsruhe. In addition, the city features the largest inland port in Baden-Württemberg and the Federal Agency of Hydraulic Engineering, the BAW, also has its headquarters here. The large oil refinery, the Miro Mineralö Raffinerie Oberrhein GmbH & Co. KG, is doing business on the Upper Rhine. To sum up, the movement of goods at the Rhine port in the area of Karlsruhe amounted to 7.1 million tons in 2006! The importance of the Airport Karlsruhe/Baden-Baden (FKB) has continuously grown in recent years. Ryan-

air, the Irish airline company, offers cheap flights to popular tourist destinations such as Antalya and Hurghada and European capitals such as Dublin, Rome, Berlin or London. Roughly 970,000 passengers are expected to use the airport in 2007.

Karlsruhe is a top location for international trade fairs, conferences, congresses and events. The Europahalle hosts international sporting events like the BW-Bank-Meeting, in which some of the world's best athletes compete in pole vault, high jump, long and short distance running every spring. The Europahalle is owned by the Karlsruher Messe- und Kongress-GmbH (KMK).

Host to International Trade Fairs

The KMK organises international trade fairs such as the Learntec or the IT-Trans. The Learntec is an international congress and trade fair for education and information technology. Every year, the audience is being informed about innovations in the fields of e-learning or knowledge management. The Learntec attracts students of the many universities and advanced technical colleges in Karlsruhe. Karlsruhe is proud to have one of Germany's elite universities. International Studies in mechanical engineering, bachelor programmes in IT or studies in tourism and event management at the Merkur Internationale FH Karlsruhe — Karlsruhe provides excellent educational opportunities.

› The University of Karlsruhe was founded in the year 1825. In October 2006, it was designated as one of Germany's elite universities. These selected universities will receive 21 million euros per annum in the next five years from the Federal Ministry of Education and Research. In the run-up to the elite competition, the Karlsruhe University proved its excellence with the "Excellence Cluster" Center for Functional Nanostructures and its graduate school of optics and photonics.

A further flagship of the university is its International Department, founded in 1999 as part of Karlsruhe University. The goal is to attract and mentor foreign students in selected courses of Karlsruhe University. It

currently offers Bachelor of Science (BSc) in Mechanical Engineering and Master of Science (MSc) in Electrical Engineering and Information Technology. The programmes, taught in English, are compatible with the Anglo-American bachelor/master system. Supplementary courses in German/European culture, economics and politics and integrated internships complete the programme.

Network Between India and Germany

Students have the opportunity to work closely with exceptional German and international high-tech companies and numerous distinguished research institutes throughout the region. The students are hand-selected by the department or by the company which provides the student with a scholarship. It has been looking for talented students in India for several years. Its participation at the festival "Stuttgart meets Mumbai" and the Carl Benz Road Show in India which is planned for the year 2008 in the cities New Delhi, Kolkata, Bangalore

and Mumbai, proves the wide commitment of the International Department in India. Through its Indian students and alumni, the international department is directly connected with this emerging market.

The KMK and the business development of Karlsruhe are the moving powers of the Indo German Network Karlsruhe which assists German companies interested in doing business with the booming Indian economy. The companies receive valuable information about clusters, business, education, trade fairs and tourism. And they develop personal contacts easily and gain competent partners for business in India.

Moreover, in cooperation with the business development of Karlsruhe, the International Department and representatives in India, the KMK tries to increase the popularity of Karlsruhe as business location, centre of science and research and location for trade fairs. The festival "Stuttgart meets Mumbai" is organised by the KMK and the business development of Karlsruhe as well. ☼

Contact

University Karlsruhe
www.university-karlsruhe.de
Indo-German-Network Karlsruhe
www.indo-german-network-karlsruhe.com
City of Karlsruhe
www.karlsruhe.de/Wirtschaft

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Products and solutions in public transport

init develops IT solutions and products for traffic systems worldwide. Applications such as mobile e-ticketing services or on-board computers can be installed in buses or rail traffic in big cities and large urban centres.

TEXT *Andreas Scholz,
Hans Gäng*

Averting Traffic Collapse

init develops IT solutions for public transportation

In times of globalisation, the traffic chaos in big cities is steadily rising. init, the innovation in traffic systems AG with its headquarters in Karlsruhe, develops innovative traffic systems throughout the world which help to reduce the traffic chaos. In Karlsruhe around 180 employees are developing telematics systems and e-ticketing services for buses and rail which can be

used both in big cities and more rural areas. Telematics is a technology that links telecommunication and information systems.

Decades of Experience

The company can look back on more than 25 years experience and today it is Europe's leading supplier in the field of innovative and environmentally friendly solutions for traffic systems. "Cities and communities often want to reduce the traffic chaos, air and noise pollution mainly caused by the vast numbers of cars blocking the streets. This can be achieved by boosting public transport, and init is the supplier of attractive and innovative traffic systems for public transportation", confirms init's CEO Gottfried Greschner. "Our competence and technical know-how in combination with reliable local partners strengthens the trust of our customers", he explains. "We are able to equip roughly 50-80 vehicles per week with our technology."

A product such as the Intermodal Transport Control System "MOBILE-ITCS" is part of a modular intelligent transportation system to manage and coordinate local bus and rail services. Moreover, it helps to optimise operational processes and provides a better service for all passengers. "The equip-

Traffic control centres equipped with init's modern IT let traffic run smoothly

 Init

ment of rail and buses with our elaborate information systems leads to shorter retention times at stopping points and thus to an economy of time for passengers", notes Gottfried Greschner. "It is now much easier to plan, manage and optimise public transportation services as needed", he concludes.

The Next Big Thing

init is busy with large projects for traffic systems in big cities like New York City, Vancouver, Oslo and Stockholm. "The next big thing will be a state-of-the-art automatic vehicle management and information system for Dubai", Gottfried Greschner proudly reports. A subsidiary company, INIT Pty Ltd., was recently founded in Australia where init operates projects in Adelaide and Hobart/Tasmania, for example.

init has additional subsidiaries and branch offices in many locations worldwide. init's telematics and electronic payment products such as on-board computers and guidance systems are sought after by well-known companies in the automotive sector. In addition, init offers intensive training courses for the staff of transport companies.

Skilled Employees are Key

Qualified and motivated employees are the key to the company's success. "A high standard of our technology holds top priority. We work with suppliers from abroad such as Solaris Bus in Poland, but the basis for research and engineering lies in our headquarters in Karlsruhe", emphasises Gottfried Greschner. Moreover, init profits from Karlsruhe having one of Germany's elite universities and from being located in an area which offers geographical and infrastructural advantages. As a result, init's sales figures have continuously increased, reaching 36.3 million euros in 2006. In February 2008, the international exhibition "IT-Trans" held in Karlsruhe will be a showcase for init to present its business segments to an international audience. ☼

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"We can look back on roughly 300 successful projects worldwide."

Gottfried Greschner, CEO, init

 Init

Wirtschaftsregion Südwest

Cross-border business at the tri-state corner

Adorable and endearing

Located in the very South-West of Baden-Württemberg, the adorable and endearing "Region Südwest" borders France and Switzerland. It consists of the counties of Lörrach and Waldshut, also called "Dreiländereck" (the tri-state corner) and the "Hochrhein" (the Upper Rhine region).

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The Region has grown to form a dynamic, cross-border trilateral entity. Its recreational value is plainly unbeatable due to the varied landscape. And it is exceptionally interesting for businesses. Among the strongest businesses are the traditional chemical and pharmaceutical industries, but there are also the textile, mechanical engineering, and the aluminium industries, the latter with an aggregation of skills and knowledge unparalleled in the country. Added to these are strong suppliers to the automotive industry as well as the economic sectors tourism and health. Companies

appreciate the proximity of two international airports; the EuroAirport Basel-Mulhouse and the Zurich airport. In addition, young people are being optimally prepared for a career with international companies. The best example are the cross-border courses at the University of Cooperative Education in Lörrach, unique in Europe: Courses on Trilateral Engineering Education and International Business Management are held alternately in Lörrach and in the Swiss and French partner schools. When finished, students receive a diploma and a graduation certificate from all three countries.



Sto

Design City

Schwäbisch Gmünd

Financial Times Deutschland calls it "Germany's hidden design capital"

Marketing the design expertise and creating networks between creative people, business, politics and the public is one of the main aims of the Centre of Design Schwäbisch Gmünd. Schwäbisch Gmünd and design look back on a long tradition. Originally dominated by the gold- and silversmith industry, the design school for gold- and silversmiths founded in 1776 and transformed into the University of Applied Sciences for Design in 1972 set into motion a development which makes Schwäbisch Gmünd today a region with the highest concentration of

designers in Europe. From creative individuals to design studios with a dozen and more employees — in the past 30 years Schwäbisch Gmünd has developed into the Silicon Valley of design, with nationally and internationally renowned studios and agencies, who win design awards regularly. Some of them work for world-famous companies. A look at the customer list of Gmünd's design studios underlines this fact. Only a minority of customers (circa 20 percent) come from the region itself. 70 percent of the design jobs are carried out for customers from all

over Germany and about ten percent for European and international customers. With an annual turnover well over 100 million euros, the design and media sector in East Württemberg employs approximately 1,700 people.

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www.machtkultur.de



Hotels and homes in Friedrichshafen can make use of unique entertainment electronics
Deutsche Telekom

Mobile for the Future *T-City Friedrichshafen offers innovative services*

Innovative Projects

Winning the Telekom competition T-City in 2007 marked the beginning for the city of Friedrichshafen to launch ambitious projects in the fields of city planning and mobile infrastructure. Together with the Telekom's modern high speed network, the city realises location based services.

TEXT: Andreas Scholz

Many projects were moved since Friedrichshafen has won the competition T-City launched by the Telekom in 2006. The competition focused on medium-sized cities between 25,000 and 100,000 inhabitants. The city of Friedrichshafen, directly located at the border triangle of Lake Constance, was the city convincing the independent jury of the Telekom with the best concept for communal integration of information and communication. Since February 2007, Friedrichshafen now claims the title T-City.

The Telekom is now boosting the planned realisation of the concept by supplying the city of Friedrichshafen with broadband infrastructure for mobile and mains supply. As a result, Friedrichshafen and its roughly 58,000 inhabitants can access one of the most modern high speed networks at no charge.

Telekom as Technical Partner

An interdisciplinary team of scientists will guide the city of Friedrichshafen till 2011. Their knowledge is needed to realise the ambitious projects. "Our performance and the collaboration with the participating cities aims to improve the quality of location and quality of life in at least one sector," says Jörg Bollow, the project director of the competition T-City.

At present, buzzwords like Portal of Mobility and Location Based Services open up a new era for the city of Friedrichshafen.

These two buzzwords stand for applications which are useful for the citizens and tourists of the city on Lake Constance. The Portal of Mobility is a mobile information and ticketing system enabling every transport company to quickly and safely serve its customers anywhere at any time. Moreover, passengers receive information about current timetables on their mobile devices and tickets can be ordered and paid for by mobile phone.

In addition, even parking tickets or entrance tickets for the international trade fairs of Messe Friedrichshafen can be ordered and paid for by mobile phone. The accounting of hotels is just another example for the technical possibilities of this platform. Last but not least, Friedrichshafen Airport is integrated into these information and accounting services as well. At present, the area of Friedrichshafen is the pilot project for the application having been developed and implemented by the technical department of the Telekom. There seem to be no limitations in modern payment in the area of Friedrichshafen. Passengers of the SeaBus linking T-City Friedrichshafen and Constance can now check-in and pay cashless with the KatCard. By using mobiles equipped with the function of Near Field Communication (NFC), passengers can directly save the KatCard by mobile phone.

Another innovation in city life are so-called Location Based Services. These comprise information services which can be used by a mobile digital assistant (MDA) allowing the integration of functions like communication, navigation and entertainment in a compact mobile device. These units offer tourists detailed city maps, information about tourist attractions and shopping facilities in the surrounding area.

Better Medical Care

The T-City Friedrichshafen is also active in the field of modern medical health care. Since November 2007, the project Mobile Ward Round is being tested by the clinical centre in Friedrichshafen. The measured data of cardiac patients having been operated on and recovering at home, can now be quickly sent using a safe mobile network to the clinical centre. As a result, quicker diagnostics and analysis of the measured data in clinical centre is assured as well as

a better coordination between the clinical centre, family doctor and patient, thus improving medical diagnostics and the well-being of the patient.

Learning for All Generations

Edunex is a further project of T-City Friedrichshafen being tested by some schools in Friedrichshafen. Lifelong learning and research is the message. Edunex is a unique integrated solution for information and communication technology (ICS) for learning and teaching. It is designed to be a platform for young and old and allows schools to link with universities, museums, companies and institutions for professional training. Edunex offers multimedia content as well as learning opportunities provided by scientific publishing companies and libraries. The platform assists individual and team learning as well as project-orientated working and learning in the school classroom. If some subjects at some schools lack participants, video conference systems can

alternatively offer virtual education. This allows the implementation of cross-border education and enables students who are ill to attend the lessons virtually.

The innovative projects in mobile infrastructure for the T-City Friedrichshafen may even help to save lives as the emergency call system for sailors shows. By using a mobile phone, it will now be possible to send an emergency call which contains the exact global positioning system data (GPS) of the sailor in distress. This enormously facilitates and quickens the work of the rescue services. In future, this technology may also save the lives of hikers having an accident in the mountains, for example.

Mobile Infrastructure

The T-City Friedrichshafen is at present busy with initialising innovative projects in mobile infrastructure and popular city planning. Friedrichshafen plans to create an image of a city where administration work is low, children must not be afraid of the

next Pisa test, cash is redundant and doctors spend more time with patients than with paperwork. The city of Friedrichshafen can mostly count on the support of its citizens in this case. There is only little scepticism among the population that the city relies too much on modern technology. But it is rather unlikely that the technological systems will be overloaded in the near future. With a twinkle in its eye, even in the unlikely case of complete breakdown of public and private transport and mobile services, people will still reach the other side of Lake Constance the traditional way by using their muscles and a small boat. ☼

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At Baden Württemberg's innovation index, Böblingen occupies the top spot.
Zweckverband Flugfeld
Böblingen/Sindelfingen

Doing business at Flugfeld

The Böblingen/Sindelfingen airfield is one of the most important urban development projects in the Stuttgart region: Over the next few years, around 80 hectares of convertible land will see the emergence of a trading and service quarter, combined with a mix of potential residential, outdoor and recreational facilities and also research and training centres.



Takeoff into the Future

The area of Flugfeld develops into an attractive business location

The future is now at the Böblingen/Sindelfingen airfield, where one of the most interesting urban development projects in the Stuttgart region is taking shape. Over the coming years the site — which is approximately 80 hectares in size — will play host to industrial and service companies that will benefit from its close proximity to major international corporations and excellent integration into the regional and national transportation networks. For the people living at Flugfeld there will be also sprawling green spaces, a lake and countless greenbelt recreation areas among the urban environment. Lots of light, lots of green, a healthy infrastructure, proximity to the city centres of Böblingen and Sindelfingen,

and the advantages offered by a location in one of the most attractive economic regions in Europe: All this gives Flugfeld its unique character.

Location Economies

As part of the Stuttgart region, Böblingen/Sindelfingen is a traditional site for industry and service companies. Firms such as Daimler, Hewlett-Packard, Agilent Technologies, Bosch, Porsche, IBM and Alcatel SEL have their head offices or German headquarters here. The general conditions for small and medium-sized businesses (SMEs) are ideal. Böblingen and Sindelfingen in particular are characterised by the large number of SMEs. In addition to that, roughly 14 percent of all residents of the district of Böblingen are university graduates. In its nationwide ranking, the think tank New Social Market Economy Initiative, the district of Böblingen finds itself on the sixth position — the best ranking in Baden-Württemberg. Also, in Prognos AG's national future opportunities hierarchy, the district of Böblingen was ranked highly, reaching no. 15 of more than 400.

The transport routes in the land of the automobile are extremely well developed. The A 81 federal motorway passes directly on the northwest side of Flugfeld. Those living or working at Flugfeld need not to bother with Park+Ride because the Böblingen train station is just a walk away. On weekdays, the S-Bahn and rapid transit trains to Stuttgart depart every half an hour, and even every 15 minutes during peak commuter times. Regional Express trains run in every direction, and long-distance trains run primarily north and south between Stuttgart and Zurich.

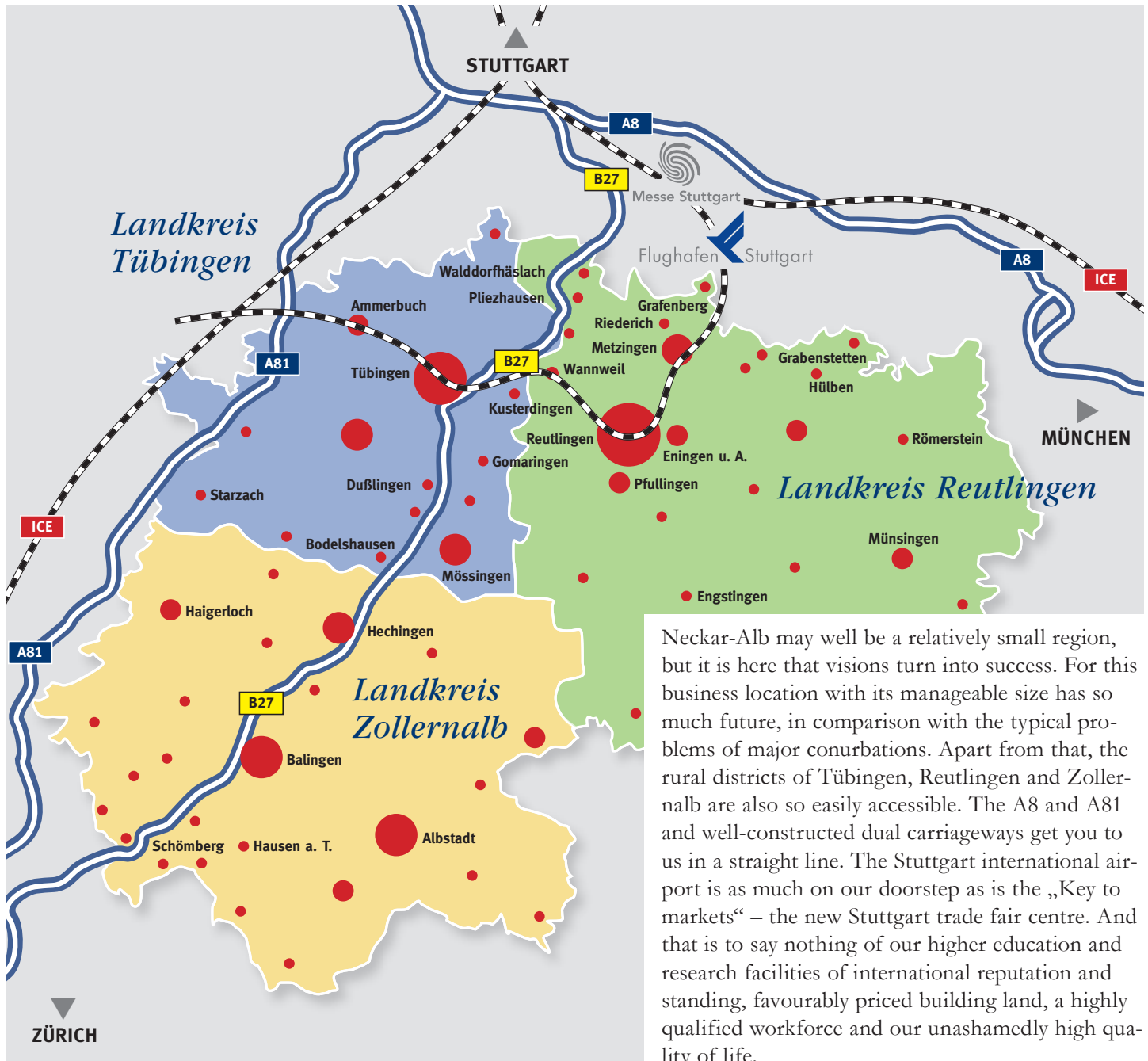
Space to Work and for Living

Flugfeld offers innovative companies and their employees a perfect environment. According to current estimates, approximately 10,000 new service-related as well as industrial and commercial jobs will be created there. Individual areas will satisfy wide-ranging requirements based on the projected use. The area in the north of the lake is intended to accommodate a commercial business-park which will offer businesses in the trade, small manufacturing and right through to the services fields in a very attractive location. The south-eastern part of the area will focus its attention on providing spaces revolving around services, technology, training, research and development. For those looking for a place to live, Parkstadt might be the right decision. Flugfeld offers space for every individual developmental request to be taken into account. ☼

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What's the future worth if you don't invest in it?



You can learn all about this and much more about the innovative region here: www.neckaralb.de or at www.tourismus-schwaebische-alb.de.

Tübingen
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Region NeckarAlb

Neckar-Alb – an interesting location for you too.

Your future is our business.

Interdisciplinary team

Architects and engineers are nothing unusual in an architectural firm. But economists, sociologists, doctors and nurses? At HWP Planungsgesellschaft, they are part of the team. Well-known for its interdisciplinary approach, HWP does not limit itself to traditional architectural and engineering services. Its service scope includes strategic consulting, developing business plans and project management.

TEXT Hans Seidenstücker

01

The Tongji Hospital in Wuhan will feature 1,300 beds and 40 operating theatres

 HWP

02

Winning the third prize in the international competition of the masterplan for the Olympic Games 2008 opened the door for HWP in the Chinese market

 HWP

Contact

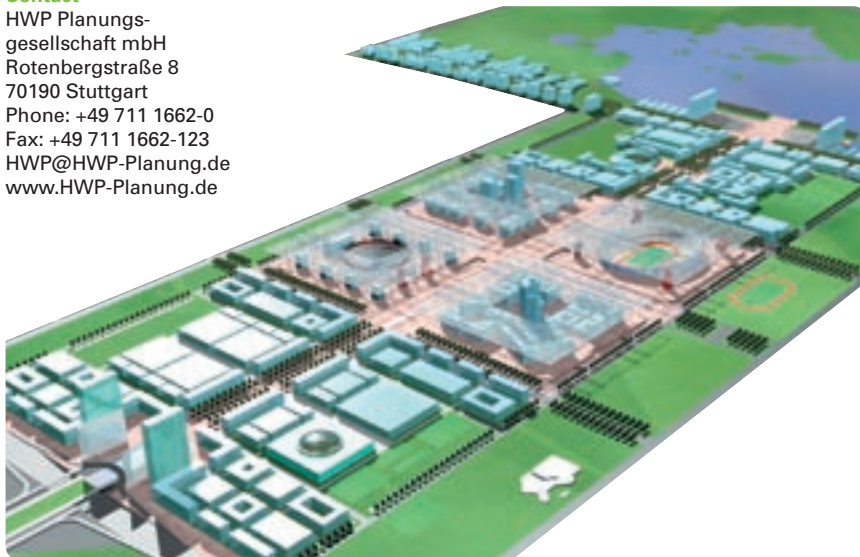
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01

Quest for the Best

HWP provides comprehensive architectural solutions



“When HWP was founded in 1970 by my senior partner Hartmut Katherer such an interdisciplinary firm was highly unusual”, explains Rosemarie Vogt, one of HWP’s three managing directors. “We want to create the best possible solution for a client. This cannot be achieved if we limit ourselves to the outer shell. For instance, by drawing on the experience on doctors, nurses and lab technicians we are better able to design a well-functioning hospital, where processes and workflows can be streamlined”. Rosemarie Vogt readily admits that this interdisciplinary approach is a continuous challenge for the firm: “Engineers, economists, architects and doctors have completely different mindsets. For an architect to value an economist’s input and vice versa takes some effort.” An effort that has laid the foundation for the firm’s

success. Today the Stuttgart-based firm with its 140 employees is one of the leading healthcare planners in Germany and abroad.

HWP realised the opportunities available abroad early on. In 1973, just three years after its foundation, the firm carried out its first international project in Portugal. Numerous projects farther afield soon followed. “By being internationally active, we are able to broaden our minds, get new ideas and remain competitive”, explains Rosemarie Vogt. Its interdisciplinary and international team has been HWP’s key to success. The firm currently employs people from Egypt, Ethiopia, China, Poland, Slovenia, Turkey and the United Kingdom.

HWP has been and continues to be particularly active in the Middle East. It has planned hospitals and universities in Egypt, Iran, Iraq, Libya, Saudi Arabia, the United Arab Emirates and Yemen. “We have been so successful in the Middle East because their mentality is not foreign to us. For instance, Türker Köksal, one of our chief planners, was born in Turkey and studied in the United States before he joined our firm.” To better serve its Middle Eastern clients, HWP has established a subsidiary in Cairo.

Let the Games Begin

One recent project in the region was the German University Cairo (GUC) which opened its doors in October 2003. The architects, engineers and consultants of HWP accompanied the project from the beginning. The specific configuration of a GUC-curriculum following the German State University System built the foundation for the entire planning process by HWP, in particular for space programmes, functional layouts and the overall urban concept of the entire area. Flexibility, expandability, an emphasis on the design of free spaces and the well balanced adjustment of the buildings to the local climatic conditions were also basic principles within the design process. Due to the sheer size of the project on a 570,000 square metres area, there are several building phases. Currently, the GUC houses four faculties and 5,000 students. Once all building phases are completed, the campus will have room for 15,000 students. While the firm certainly benefits from the current oil boom

03
Dongguan Kanghua Hospital in Dongguan, Guangdong province — the first hospital planned by HWP in China

HWP



03

in the Middle East and continues to plan many projects in the region, HWP has also entered the Chinese market. In 2002, the firm won the third prize in the international competition for a master plan for the 2008 Olympic Games. While this success did not result in a contract, it helped HWP make a name for itself in China. “Soon, a private investor approached us and asked us to plan a private hospital for him”, recounts Rosemarie Vogt.

The assignment called for HWP to provide its architectural and engineering know-how for one of the first privately financed hospitals in China — the Dongguan Kanghua Hospital. Located in the southern Chinese province of Guangdong, the hospital is a perfect example for the adaptation of Western standards to Chinese conditions. The entire facility is based on a modular structure, which provides a high degree of flexibility to facilitate the integration of future extensions or adaptations to future advances in medical technology. The hospital already is one of the largest hospitals in Asia. With its staff of 2,500 people, it serves 10,000 outpatients daily and has approximately 2,000 beds for in-patient healthcare. “Our client is very satis-

04
The German University Cairo’s design emphasises free spaces, flexibility and expandability

HWP



04

05
The German University Cairo opened its doors in October 2003. In future it will teach a maximum of 15,000 students

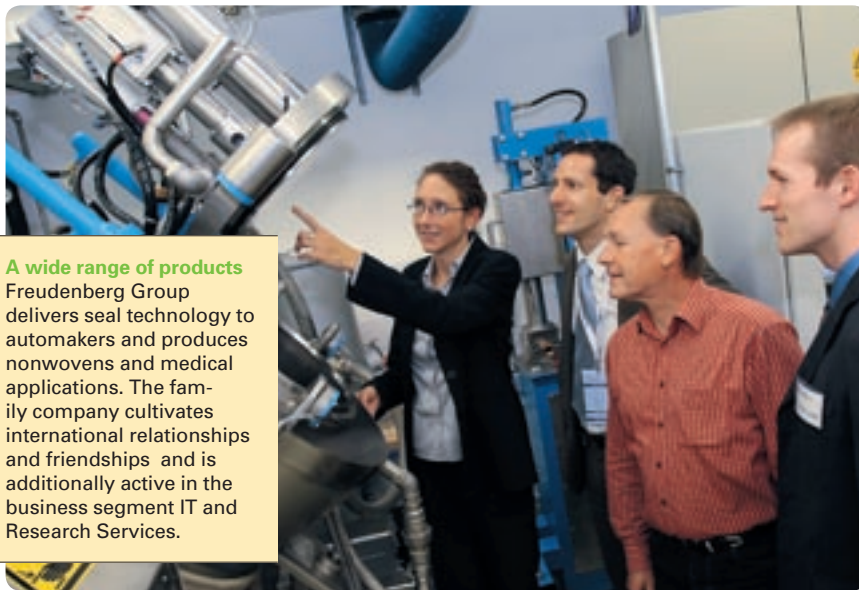
HWP



05

fied. People from the entire region flock to the hospital”, says Rosemarie Vogt.

HWP continues to expand in China. It is currently planning a teaching hospital in Wuhan in central China. But there are no plans for establishing a Chinese subsidiary yet. “We cooperate with a large Chinese architecture firm where our function is to serve as technical experts and consultants”, explains Rosemarie Vogt. But HWP is also experiencing some limits to its international expansion. Qualified engineers and architects are difficult to find. But to remain competitive, large architectural firms have to be internationally active. When talking about the difficulty of finding highly-qualified employees willing to spend an extended period of time abroad, Rosemarie Vogt asks in disbelief: “Where is the curiosity?” ☼



A wide range of products
Freudenberg Group delivers seal technology to automakers and produces nonwovens and medical applications. The family company cultivates international relationships and friendships and is additionally active in the business segment IT and Research Services.

01

The Family Still Grows *Freudenberg Group: Doing worldwide business*

Freudenberg is a leading supplier of seals and vibration technology components, nonwovens, lubricants and release agents to industrial customers. The corporation with its autonomous Business Groups is active on many markets worldwide. Finding the best solution for the customer is at the forefront of activities. Freudenberg was founded in Weinheim, a city in the German state of Baden Württemberg which is today home to the Group's headquarters and Freudenberg's largest location.

Flexible Products for Different Branches

Freudenberg products are to be found, for example, in OEM parts used by almost all automakers, and the company also produces for the mechanical and plant engineering industry, the textile and clothing business, medical applications and the energy and chemicals sector. The Freudenberg Group also has a presence on the final user market with household products marketed under its strong Vileda® brand, and operates several service companies such as Freudenberg IT and Freudenberg Research Services. One of the most well-known products is the Simmerring, which Freudenberg launched

in 1932. Today, the Freudenberg Group employs over 32,000 people in 53 countries and generates 75 percent of its sales outside Germany.

International Relationships

Long-term cooperation with international partners traditionally plays an especially important role. 45 years ago, the company began a partnership with the Japanese corporation NOK. Throughout many decades of cooperation, numerous activities have developed in the USA, Asia and Europe. The most recent examples include setting up and growing the NOK-Freudenberg China Business Group and Freudenberg NOK Mechatronics. In India, Freudenberg cooperates with Sigma Corporation India, New Delhi, and NOK.

Research and development activities also have an international orientation. The company's extensive commitment to R&D is illustrated, for example, by the development of fuel cell components or flexible printed circuits. Electronic components are integrated in mechanical products and bring an ever-growing increase in functionalities. Sealing rings can identify leaks and alert an electronic control system. High-

01

The Innovation Forum for R&D employees

02

Quality check for sealing products

both Freudenberg



02

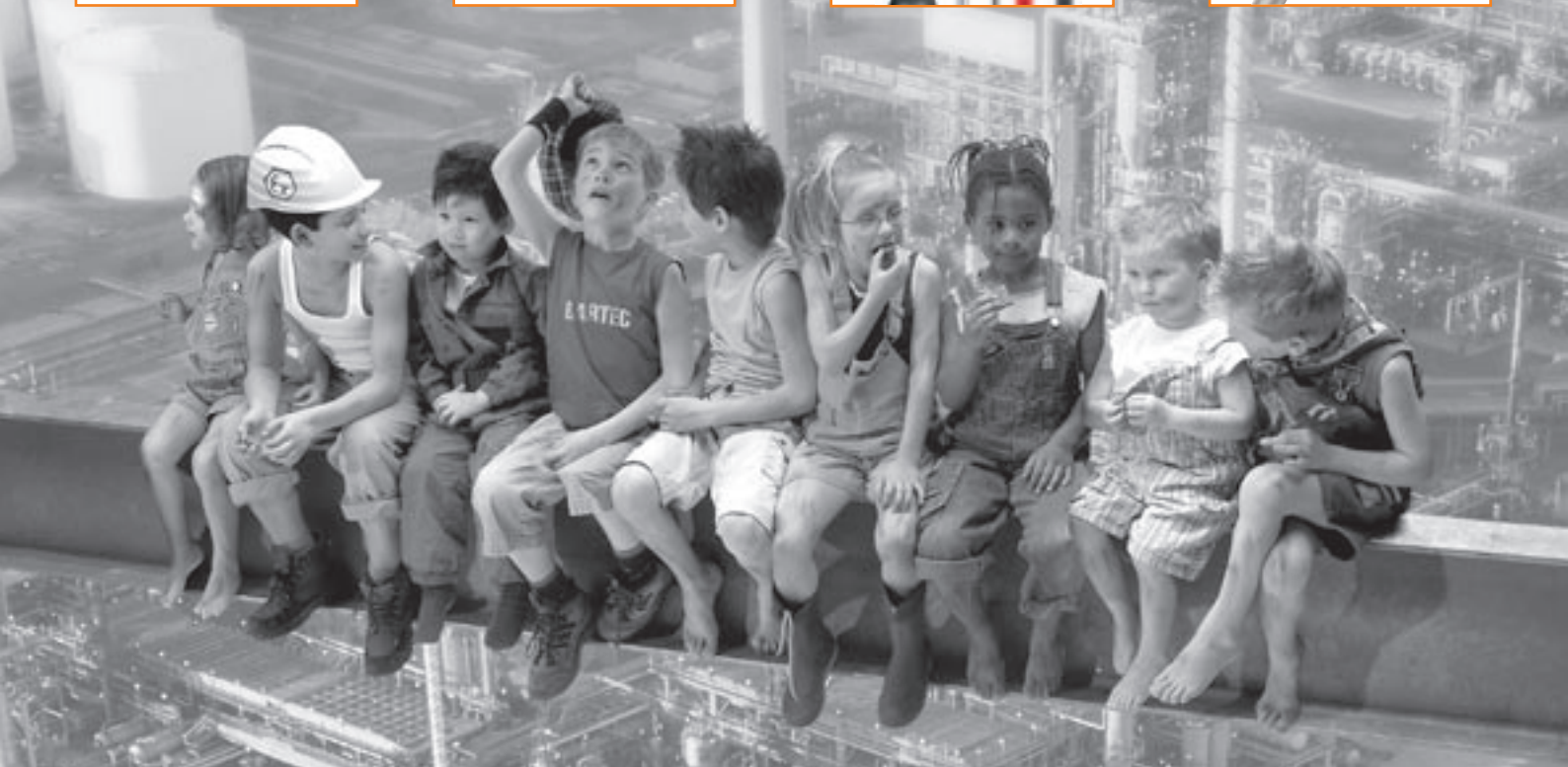
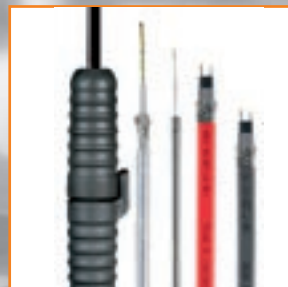
tech nonwovens with special characteristics such as thermo-regulating properties can be used in protective clothing. Evolon is a unique microfilament fabric which is especially soft but at the same time exceptionally strong. With its dense compact fiber structure, Evolon is both quick to dry and breathable.

Maintaining Values, but Forwarding Innovation

Freudenberg was founded as a family company 158 years ago and believes in a long-term orientation, financial solidity and the excellence of its workforce worldwide. The company is owned by 300 heirs to Carl Johann Freudenberg, the founding father. For Freudenberg, the term family company means more than just the shareholder structure. The corporate culture sets high standards as regards contacts with business partners and employees and the company seeks to be a good neighbor at all its sites. Values such as reliability, trust and enduring personal relationships play an important role. Combined with innovative strength, prudent entrepreneurship and the ability for constant change, these values are the foundation for sustained success. ☼

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Profession: Bridge-builder *KPMG helps companies find their place in the global market place*

Dynamic duo

KPMG specialists, Stefan Held and Thorsten Amann, advise companies based in Baden-Württemberg in successfully setting up their business in foreign emerging markets.

Companies in Baden-Württemberg traditionally think across borders, and being right beside France, in the heart of Europe, measuring up with international standards has long since been the norm. Held and Amann help companies to find their position in the global market place.

From their base in Stuttgart, they are internationally active as bridge-builders for the accountancy firm, KPMG — Stefan Held as board member for the Southwest region, and Thorsten Amann as head of business with New and Emerging Markets. Together, this dynamic duo advises international companies that settle in Baden-Württemberg, and support domestic companies on the way to promising foreign markets.

Open for Business

These two KPMG specialists were out on this two-way street — out into the world and into Baden-Württemberg — long before many others, and have been busy pushing the concept forward as part of their advisory work for their clients. “The companies in this region are set up for cross-border success and are open to ideas from all over the world. Thanks to numerous innovative product solutions, traditionally-speaking they have a strong export orientation”, says Mr. Held, “which is why international business is often right at the top of the agenda in talks with our clients.” Global orientation with corporate structures is very important in the region’s core industries, car manufacturing and mechanical engineering. Companies must develop their international production structures efficiently, open up strong-growth domestic markets in new global regions with the

*“Companies
in this region
are set-up
for cross-border
success.”*

Stefan Held, KPMG
 KPMG

aid of a global footprint, and protect their know-how lead, against Asian challengers, for example. Baden-Württembergian companies started to think beyond “purely exporting” early on in this respect, and began to also utilise the emerging markets as production and service sites.

Today Mr. Held and his KPMG colleagues in the regional offices of Stuttgart, Mannheim and Freiburg, who number more than 600 in total, have determined in their daily advisory work that no other federal German state is as active in foreign business as Baden-Württemberg, with companies exporting goods worth more than 142 billion euros last year — double the amount of ten years ago. The new emerging markets in China, India, Russia and Brazil in particular account for increasingly greater amounts of the mercantile trade with Baden-Württemberg. Export with the People’s Republic of China, for example, has increased by more than 200 percent since the turn of the century. Export with Russia has doubled in the same period.

Guide to New Markets

These figures are part of the reason why the phrase, “emerging markets”, has become synonymous with the globalisation of economic relations. KPMG specialist Thorsten Amann believes that in the coming years, with the development of further emerging markets, the trend can only accelerate. “Both big industrial corporations and medium-sized companies win new partners with the rise of the emerging markets, and of course they must also prepare for new competitors”, says the 41-year old KPMG partner. “This can entail major changes to the corporate strategy which companies must implement to ensure a successful future.” In addition to well-known names such as Daimler, Bosch or Porsche, new global brands like Tata, Lenovo, Haier or Huawei, some of which have already competed on a par with established companies from the industrial nations, are also appearing on the scene.

Mr. Amann followed China’s catch-up race from 1995 to 2002, from his base in Hong Kong at first. During this period the graduate mechanical engineer and banking specialist advised companies with their investments in China, for the Landesbank

“Both big international corporations and medium-sized companies must prepare for new competitors.”

Thorsten Amann, KPMG
KPMG



Baden-Württemberg, among others. On returning to his home town Stuttgart, one of Amann’s first assignments was to set up the KPMG China Desk together with Stefan Held. In 2005 he was responsible for consolidating the countries expertise for Brazil, Russia, India and China in “New and Emerging Markets Practice”. KPMG has German and local experts and country specialists in the respective emerging markets, who advise the respective companies on-site. This concept guarantees a globally uniform advisory standard, whether it be in Shanghai, Surat, Singapore or Stuttgart.

In the Baden-Württemberg region, board member Stefan Held has supported the initiatives of his colleague Mr. Amann from the beginning in order to guarantee comprehensive advice for KPMG clients on their way to the new emerging markets. His contacts and networks at executive level and in association offices, particularly in the Baden-Württemberg region,

were valuable seed assets in the start-up phase. During his 20-plus years of work for KPMG, Mr. Held has been responsible for a series of internationally active companies, from the German telecommunications sector, among others. Since October 2007, he also leads the industry sector Communications of KPMG Europe LLP.

Constant Change

The challenges posed by globalisation are diverse and subject to constant change. Newcomer countries such as Turkey, Vietnam or Indonesia are successfully acquiring investments and market share. At the same time the competition for technological innovations — an area in which the economy in Baden-Württemberg is particularly dynamic — is also growing. The advisory work of these two KPMG specialists builds bridges for companies, so that they can utilise their strengths internationally, and be successful on the global stage. ☼



Ready for Take-off

*After three years of construction
Stuttgart opens its
New Trade Fair Centre*

Ambitious project completed

The fairgrounds of Neue Messe Stuttgart (New Trade Fair Centre) in Leinfelden-Echterdingen is characterised by modern architecture, its proximity to Stuttgart's international airport, and excellent road and train connections. The construction of the new fairgrounds took three years and includes a multi-functional congress centre which is expected to enhance Stuttgart's position as a prime location for international conferences and trade fairs.

TEXT *Andreas Scholz*

Until now, visiting exhibitors in the regional capital Stuttgart has been a sometimes exhausting journey — especially for businesspeople and tourists who arrived by plane at Stuttgart's airport and then had to travel to the distant fairgrounds in Stuttgart-Killesberg. Not any more. The newly opened fairgrounds of Neue Messe Stuttgart (New Trade Fair Centre) are located directly across from the city's international airport. "The new fairgrounds of Neue Messe Stuttgart provide for optimal transport connections if you consider the proximity of the airport, motorway, S-Bahn transit and the future ICE trunk line", said Ernst Pfister, the Minister of Economic Affairs during the opening press conference.

The old fairgrounds of Stuttgart in the district Killesberg have been demolished — its limited space forced the urgent construction of a new fairgrounds. The construction of the new fairgrounds took three years and includes a multi-functional congress centre which is expected to enhance Stuttgart's position as a prime location for international conferences. The main focus lies not only on exhibitions with high-tech topics. "The capacity utilisation of the Neue Messe Stuttgart is already excellent. The fairgrounds for 2008 is fully booked, there is little time-frame left for further events", Ernst Pfister gladly reports.

Dress Rehearsal

The gigantic fairgrounds of Neue Messe Stuttgart will host large events and exhibitions such as CMT, the largest tourism fair in southern Germany. The CMT will be the first true test for the new fairgrounds: Can it cope with large crowds and a traffic collapse be avoided? The dress rehearsal, the opening exhibition "innovation meets emotion" took place in October 2007. Much to the relief of Ulrich Kromer von Baerle, director of Neue Messe Stuttgart, traffic continued to run smoothly during the entire event: "Our compliments go to Deutsche Bahn, SSB, airport, police, bus operators and to our other partners — it was a tour de force, but it worked out well in the end".



The new multi-storey car park is located above the motorway A 8
Messe Stuttgart

01

Each of the seven standard exhibition halls provides 10,000 square metres of exhibition space

Andreas Scholz

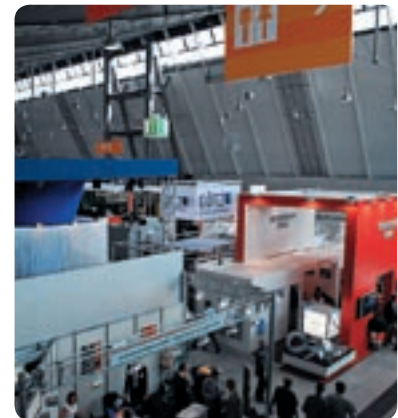


01

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In June 2007 the first two exhibitions took place at the New Trade Fair Centre

Messe Stuttgart



02

03

The colour-coded guidance system uses warm and bright colours

Andreas Scholz



03

If you consider the recently published facts and figures of Neue Messe Stuttgart it is hard to imagine that the fairgrounds will continue to grow in the future. The total cost of the project was 800 million euros. During construction, 180,000 truckloads of material were moved, 65,000 tons of steel were necessary for the new halls, and 10,000 construction workers worked on site.

Is the tax payers' money well-invested? "The fairgrounds will be a location where exhibitors and visitors from Baden-Württemberg and their national and international guests will gain information, business contacts and sales", predicts Günther Oettinger, Prime Minister of Baden-Württemberg. "Moreover, the new fairgrounds will safeguard jobs for future generations and will be a place where people can experience the entire variety of the Baden-Württemberg."

Ambitious Plans

The future will show if these hopes become reality. At present, the Neue Messe Stuttgart is certainly an attention grabber — especially due to its modern architecture. First of all, the new multi-storey car park which is used both by the visitors of Neue Messe Stuttgart and the airport. This impressive steel construction with its enterprising frame structure is located above the motorway A8. It is more than 400 metres long — yet one of the most significant

parts of the new fairgrounds and thus very attractive as oversized advertisement space. A famous regional hightech company paid a lot of money to place its company logo on the side of the car park.

Baden-Württemberg, the regional capital Stuttgart and the association of the region Stuttgart founded the project organisation Neue Messe GmbH & Co. KG to realise the new fairgrounds. The project organisation Neue Messe GmbH & Co. KG hosted an international and multilevel architectural competition in 1999. In February 2000, the top-class jury selected the design of the architects wulf & partner.

The architects had to take into account that the area shows a disagreement of approximately 20 metres difference in elevation from west to east. So they planned to

build the fairgrounds on transferred terraces. "The natural fall of the area has been converted to architectural altitudinal belts, resulting in a preservative contact with the resource soil", says Kai Bierich of wulf & partner.

Aesthetics, Function and Emotion

Kai Bierich is one of the architects responsible for the architectural development of Neue Messe Stuttgart. "The architecture of Neue Messe Stuttgart connects function and emotion. Short distances, excellent functionality, good conditions for the interaction of exhibitors and visitors characterise the architecture of Neue Messe Stuttgart", says Kai Bierich. "The architecture with its substantial aesthetics creates an open and positive ambience. Our architecture can be

01

40,000 square metres of glass were used for the exhibition halls' characteristic facades

📷 Andreas Scholz



01

02

Through the use of glass, a light and airy atmosphere has been created in the exhibition halls

📷 Andreas Scholz



02

03

Take a seat. Visitors have room to relax even during busy exhibitions

📷 Andreas Scholz



03



“The architecture with its substantial aesthetics creates an open and positive ambience.”

Prof. Kai Bierich, wulf & partner

📷 Andreas Scholz

in Europe in Stuttgart was seductive. For farmers and conservationists it is little comfort, that the Neue Messe Stuttgart is proud of its environmentally sound architecture. “Ecological aspects of the Neue Messe Stuttgart play an important role in our design. The innovative ventilation of the halls, roof greening, and soon photovoltaic systems will be installed on the roofs”, lists the architect Kai Bierich. New conflicts with remaining farmers and conservationists seem certain when the fairgrounds will — in the foreseeable future — continue to expand.

At present, the new fairgrounds started a new era in exhibitions and events in the Stuttgart region. The whole area is becoming a tourist attraction. This could be already observed during construction, when the Neue Messe Stuttgart counted 70,000 visitors on the construction site. It will be interesting to observe if the first boom of Neue Messe Stuttgart will continue. The decision-makers of Neue Messe Stuttgart look forward to the future — present high capacity utilisation creates confidence. But the decision-makers should not be too euphoric and always remember: the competitors never sleep. ☼

The piazza of the fairgrounds also is an eye-catcher. A mall connects the airport with the piazza. “The piazza is the interface between fairgrounds, congress centre and airport. It is the urbanistic platform and a docking station for many other functions such as basement garage, multi-storey car park, the main entrance, congress centre, transfer to the airport, hotel Mövenpick et cetera”, explains Kai Bierich. “The opening exhibition with the fireworks showed how multifarious the piazza can be used.”

A famous brewery with origins in the Black Forest secured the naming rights for the Messepark which is located between the nine exhibition halls. This connector between the western and the southern part of Neue Messe Stuttgart and east allows quick access to the halls. Moreover, it secures a distinct and clear orientation and is called the green heart. Here, visitors can rest and relax during a busy day at the fairgrounds. Terraces and water cascades run through the park and create a relaxing ambience.

Conflict Between Nature and Technological Progress

The construction of the new fairgrounds was accompanied by legal disputes in the past. Conservationists and farmers were against the construction of such a big project on parts of the very fertile loess ground of the Filder plains. In the end, economic aspects prevailed. The vision of constructing one of the top ten fairgrounds

seen as frame and background for the various architectural styles of the fairgrounds. Therefore, all material is equipped with a disciplined dress code. We used authentic colours for the material. Grey for concrete or brown for wood, for example”, explains Kai Bierich.

The guidance guidance system is one of the few exceptions. The guidance system is colour-coded and uses warm and bright colours such as orange, for example. “The development of the guidance system was a deep cooperation between us and Büro Uebele”, reports Kai Bierich. “The colour code of the guidance system provides for a quick orientation within the area of Neue Messe Stuttgart.” Numerous guideposts should help to successfully find one's destination.

We don't need many words for one of our most successful regions:

Ulm.



01

Innovative ICT Events in Karlsruhe *IT-Trans as a new topic and Learntec with new faces*

Leading ICT events

The KMK will host two big trade fairs at the beginning of the new year. Learntec, a convention for educational information technology and IT-Trans, a trade fair in IT solutions for public transport, will strengthen Karlsruhe's position as top location for international congresses and trade fairs.

AUTHOR: *Andreas Scholz*

Karlsruhe is an excellent location for national and international trade fairs. The Karlsruher Messe- und Kongress-GmbH (KMK) is steadily growing and proved to be a perfect host to congresses, events and international trade fairs. The conditions for a successful new year have been created. In the year 2008, the KMK will start with two highlights — Learntec taking place on 29-31 January 2008 and IT-Trans held on 13-15 February 2008. Learntec 2008, the 16th International Convention and Trade Fair for educational information technology, attracts students and is a mecca for everyone doing business in the fields e-learning or knowledge management. In contrast, the international conference and exhibition IT-Trans sets its focus on visitors interested in IT solutions for public transport.

Karlsruhe provides excellent educational opportunities. Learntec attracts students of the many universities and advanced technical colleges in Karlsruhe. Learntec 2008 is planned, organised and executed with new

team members: Joachim Paul Hasebrook, director of the International School of New Media at Lübeck University (ISNM) and Sabine Seufert, director of the Swiss Centre for Innovations in Learning at St. Gallen University. Joachim Paul Hasebrook and Sabine Seufert will work together with Learntec founders and scientific managers Winfried Sommer and Uwe Beck.

Gerald Böse, KMK's managing director is proud of having integrated two famous and qualified leading figures from industry in the scientific management's team. "Learntec thrives on innovations and must therefore ensure its own constant improvement. Learntec succeeded in doing so in February 2007 when it moved to the new trade fair and exhibition halls. We have just taken the next important step by extending and simultaneously reducing the average age of our scientific management team as part of the preparations for Learntec 2008. Moreover, the fact that professors Hasebrook and Seufert are active beyond the borders of Germany enables Learntec to continue to consistently pursue its adopted course of internationalisation". Both combine unusually broad knowledge with comprehensive specialised know-how, explained Uwe Beck, KMK's scientific manager.

Profiting From Experience

For Learntec 2008 the 43-year-old university professor Joachim Paul Hasebrook will be examining future trends in knowledge management from a technical and entrepreneurial perspective. When asked about his intentions, the expert in business intelligence and knowledge management said: "I would like a Learntec that combines a high-quality convention programme with a lively trade fair, one that brings together specialists, users, and all those interested from a wide range of fields to create a marketplace of ideas."

Sabine Seufert is concentrating particularly on the areas of commerce and didactics. She is examining, for example, how companies benefit from information and communication technology. Although Hasebrook and Seufert are new faces as scientific managers of Learntec, they are familiar ones for regular visitors to the event. Both have been delivering specialist lectures during Learntec's convention programme for many years. Topical focus points of Learntec 2008 will be Web 2.0, Second Life and the integration of learning in corporate culture. The topic Web

2.0 will be discussed in detail in many lectures. These lectures will debate the future of Web 2.0 applications such as wiki, podcasts or blogs and which technologies could be reasonably used in companies and universities. Representatives of international companies such as IBM or BASF will talk about their experiences with Web 2.0 applications and tools.

At present, the virtual world of Second Life is a frequently discussed topic in media and among experts. The Goslar adult education centre has been a pioneer in teaching and learning in the cyberworld and at present offers courses in Second Life. At Learntec, the Goslar adult education centre will present and explain learning scenarios in the virtual reality. Furthermore, a panel of experts will talk about the Second Life in detail.

Knowledge Management

Another important topic at Learntec 2008 will be knowledge management. In cooperation with The Swiss Centre for Innovations in Learning (SCIL) of St. Gallen University, Learntec has conducted a survey about knowledge management. Which are the focal points for the success of educational measures in companies? Which role does the factor learning play in the corporate and management culture? What are the most urgent duties for educational managers in German-speaking areas to stay competitive? Sabine Seufert, expert in knowledge management, will present the answers to these questions at Learntec 2008.

IT-Trans Follows Learntec

Recognising the potential of "intelligent public transport systems" to contribute to sustainable mobility and to keep the sector competitive, the International Association of Public Transport (UITP) issued a position paper on e-ticketing and joins forces with the Karlsruhe congress centre (KMK) to publish the programme for IT-Trans, a new international forum for technologies and innovations in public transport. "The fact that by 2010 more than 50 percent of the world's population will live or work in urban areas clearly underlines the necessity for intelligent and attractive public transport systems," stated UITP Secretary General Hans Rat. "This enormous challenge and opportunity for our sector can only be met with the application of modern information technology." The benefits of IT in public transport are endless:

01
Off-the-wall thinking:
Learntec discusses the
latest trends in educational
information technology

 Learntec



02

02
With modern facilities
like the iconic Europa-
Halle, Karlsruhe provides
an ideal venue

 KMK



02

03
Take a seat: During Learn-
tec's convention topics such
as Web 2.0 and Second Life
will be discussed in detail

 Learntec

improved safety and security, reduced travel times, ease of payment, integrated systems for intermodal transport, lower maintenance costs... "In short 'intelligent public transport systems' can provide fast, reliable and safe services that offer a real alternative to the private car," said Mr Rat.

Solutions for Public Transport

To be held in February every two years, IT-Trans will cover topics such as electronic passenger information, (interoperable) fare management, security issues, intelligent solutions for customer services, vehicle location systems and automatic fare collection. Participants will be able to test and use technologies and to hear directly from industry about the latest and upcoming IT products and innovations. IT-Trans will also enable public transport professionals to meet experts from other sectors such as banking (ING Bank), internet (Google) and navigation (Tele Atlas).

Karlsruhe is an ideal venue as it is famed for its innovative intermodal tram-train system. Here trams run on the same railway lines as those used for regional train services and high-speed ICEs, linking the city centre with the surrounding region. IT-Trans will also be a showcase for the local hero init. The company develops IT solutions and products for traffic systems worldwide. init supported the planning of IT-Trans and will present its innovations during the exhibition. Europe's leading national public transport associations — ASSTRA

(Italy), UTP (France) and VDV (Germany) — have also formally lent their support to IT-Trans. The organisers of IT-Trans can also count on its supporting organisations like the TechnologieRegion Karlsruhe, for example.

Boosting Passenger Comfort

On the specific topic of e-ticketing, UITP has also recently issued a position paper entitled "Everybody local everywhere". Right now, in many regions and nations, high investments are being made in the implementation of electronic ticketing projects. This position paper argues that technical interoperability and organisational cooperation must be established to make effective use of developments and to serve the customer better. The vision "everybody local everywhere" expresses the idea that public transport customers should feel welcome and comfortable anywhere they travel. They should receive coherent service with simplified interchanges, thorough information and hassle-free ticketing. The vision is one of seamless travel and seamless fares. ☼

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Global Connect

New trade fair for exporting companies

Business worldwide

Messe Stuttgart is organising a new trade fair to support in particular the international business of small and medium-sized enterprises. The premiere of Global Connect will take place on 11 and 12 November 2008.

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www.messe-stuttgart.de/global-connect

Tassilo Zywiets,

foreign trade spokesman of all Baden-Württemberg chambers of Industry and Commerce, is one of the "inventors" of Global Connect. He talks to Business Baden-Württemberg about his expectations for the event.

INTERVIEW: *Hans Gäng*

Why are the Chambers of Industry and Commerce in Germany supporting the Global Connect project in Stuttgart?

In our joint study "Going international" we asked 4,400 firms all over Germany about their international perspectives and experiences. We learned that the potential of SMEs being able and willing to export could be increased. They could also be better prepared for export. We believe that concept of Global Connect will contribute information, contacts and motivation for businesses in Germany to expand on foreign markets.

In 2008, **Messe Stuttgart** will for the first time organise the trade fair Global Connect — Forum for International Contacts and Investment. The event will take place on 11 and 12 November 2008 at the New Stuttgart Trade Fair Centre. It primarily addresses middle market companies that consider taking the step abroad or entering new foreign markets.

Ernst Pfister, Minister of Economic Affairs and Chairman of the Supervisory Board of Messe Stuttgart, welcomes the new event as an excellent opportunity for middle market companies to receive comprehensive first-hand information about new developments on the world market.

Minister President Günther Oettinger has already confirmed his presence at the opening of Global Connect. "Baden-Württemberg is the biggest exporting state in Germany. Many internationally active companies as well as successful market leaders of export-oriented b-to-b sectors have their home here — these are the outstanding conditions for the success of the new Global Connect", said Ulrich Kromer, Managing Director of Messe Stuttgart. "The future of the middle market also depends in large part on how quickly it identifies and opens up new markets. With Global Connect we offer it a high quality and comprehensive platform right on its doorstep." ✨

Untapped Potential Supporting SME's international business

What is the difference of Global Connect to other foreign trade related seminars and conferences?

Global Connect will be a business meeting on a national scale. It will focus on global issues. Plus, it will bring entrepreneurs into direct discussions with market and investment experts from all over the world. The German Chamber Organisation will organise short face-to-face meetings with representatives of more than 80 bilateral German chambers (AHKs) in foreign countries. We will inform and consult about concrete market opportunities.

What opportunities does Global Connect offer foreign visitors?

In recent years country and regional representatives responsible for trade and investment promotion or private service providers had to attend numerous events and conferences, segmented by states and sectors. And they had to visit many organisations. Now they will meet all at the same



© IHK Stuttgart

time. In addition for all visitors: Global Connect in Stuttgart will provide a unique direct dialogue with the entrepreneurs, just in time. Exactly when they will discuss their strategic perspectives for international activities will be an ideal moment to make partnerships start. ✨



Sensor technology
Control and communication
Motion control
Operating and monitoring
Software
Consulting and Engineering
Training

Complete safety for everything you treasure.

Safe automation that's made to measure – to protect man and machine. Because we redefine safety for our customers each and every time, achieving individual, economical and open solutions. So our customers increasingly regard us as their partner for all their automation needs. We can transfer our experience and knowledge from safety technology to the requirements of general control functions. You can depend on our innovative products and services, as well as our competence in developing comprehensive system solutions. The benefits for you: customised automation solutions from one source.

pilz
more than automation
safe automation

*Many well-known brands
have located their outlet
stores in the small Swabian
city of Metzingen*

A Bargain Hunter's Paradise



More than outlet stores

Factory outlet stores continue to dominate Metzingen. Bargain hunters from all over the world flock to the small city in search for bargains. But Metzingen seeks to become more than a shopping paradise. Through better advertisement of its touristic offerings, the town hopes to extend the stay of its visitors who normally only spend one day in town.

TEXT *Andreas Scholz*

Metzingen — capital of factory outlets, mecca for bargain hunters, shopping paradise. This small city located 30 kilometres south of Stuttgart at the foot of the Swabian Alps has attracted many outlet stores. As a result two million visitors head to Metzingen and its 60 factory outlet stores each year. If one is to believe press reports, the small town has become the third most popular destination for Chinese visitors to Germany — after Berlin and Neuschwanstein Castle.

The whole city seems to consist of outlet stores. Swatch, Joop, Lego — they all continue to grow. With so many stores for fashion, outdoor, jewellery, toys and furniture — and prices reduced by up to 30 or 40 percent compared to normal store prices — Metzingen is a bargain hunter's dream. "What we now see in Metzingen is the result of an evolutionary process. We concentrated on first-class brands. No bluff packages of brands being masked as outlet store, but containing only normal retail", explains Wolfgang Bauer, chairman of Holy AG. The real-estate company headquartered in Metzingen is among other things responsible for the administration and leasing of land, industrial real estate and potential sites for factories.

It took much convincing for brands like Joop and Swatch to believe in Metzingen's business model and locate in the town.

But today people from all over the world come to Metzingen to conquer the shops and to return with their treasures: An elegant business woman from Madrid leaves Metzingen with a classy bag from Escada to the envy of her girlfriends; a young Chinese woman returns to Beijing with a sporty T-Shirt from Nike. Not to forget about the look of the young man from Milan who has to carry vast shopping bags while his petite girlfriend is in the midst of a shopping frenzy.

The stores are well-prepared for this influx. For instance, shoppers find a wide range of Hugo Boss brands in the brand's approximately 4,000 square metre large outlet store. Information boards in seven different languages guide the shoppers through the broad selection. And the shops are clearly adapted to their respective target audiences. Modern beats blast out of the speakers in the Puma store, drawing a younger crowd, while Hugo Boss seeks to create a more laid-back and relaxed atmosphere by providing lounges. Not only fashion stores like Hugo Boss, Joop or Seidensticker profit from the masses heading to the small city on the edge of the Swabian Alps every day. Small local shops like bakeries, cafés and restaurants also benefit from the town's role as bargain paradise. The outlet stores have a high demand for local craftsmen such as metalworkers, electricians, carpenters and especially cleaners. The local bakery shop Keim is ideally located between Miss Sixty and Esprit, for example, and benefits from people like Sabine Grünebaum grabbing a quick bite to eat before continuing their bargain hunt. The young woman from Villingen-Schwen- ›

Women in their natural element — much to the chagrin of their bag-lugging boyfriends

istockphoto



Global brands for international shoppers. Metzingen has become the third most popular destination for Chinese visitors to Germany
 istockphoto

› ningen enjoys her much needed break: “We just finished our shopping and just want to sit down in a quiet place and relax a bit.”

In fact, extensive shop-hopping in Metzingen can take its toll. Due to the large number of stores, visiting all of them can turn into a long march. It is certainly useful to plan ahead like Arnold Mauthe who just arrived from Villingen-Schwenningen: “We defined a route of the stores which we want to enter before we started our trip. For instance, Swiss and Vaude are top on our list.”

Beating the Competition

Metzingen’s favourable geographic position in combination with good transport connections have proven to be the city’s key to success. Dietmar Bez, mayor of Metzingen, explains: “We are in the happy position to profit from our proximity to Stuttgart whose economic strength is well-known in all of Europe. It takes just forty minutes by train to reach Metzingen from the state capital. In future, if the project Stuttgart 21 becomes reality, it will take just twelve minutes to reach the Stuttgart airport and 24 minutes to downtown Stuttgart.”

Metzingen is proud of its reputation as the ultimate factory outlet centre in Germany, but also accepts that growth in this small city with its 22,000 inhabitants has a natural limit. “We do not intend to completely change the face of the city. Metzingen remains a small town, but we have enough space for potential investors at present. Metzingen’s attractiveness lies in the contrast between the picturesque old town and the modern architecture of the outlet stores”, explains Dietmar Bez.

Several outlet stores have won architectural contests. The commercial buildings in Reutlinger Straße 34-38 — comprising the Marco Polo store, for example — were recognised by Baden-Württemberg’s association of architects and the state Ministry of Economic Affairs as prime examples for sustainable urban renewal.

In the near future, Dietmar Bez seeks to lure the numerous visitors of Stuttgart’s trade fairs to his picturesque town. Stuttgart’s New Trade Fair Centre can be reached in just 20 minutes. The mayor is convinced, that many visitors gladly combine their attendance at a trade fair with a trip to Metzingen’s outlet stores. “We still want to increase the number of accommodations and hotels — new restaurants are also always welcome”, says Dietmar Bez. “We’d like to sharpen the profile of Metzingen as interesting convention centre where companies can offer their staff unforgettable shopping tours in Metzingen once their conferences are over”, explains Dietmar Bez.

This is just another opportunity for Metzingen to intensify the advantage of location in comparison with upcoming factory outlet centres such as Wertheim Village or Designer Outlet Center Zweibrücken. The massive use of diggers behind the Miss Sixty outlet store announce the building of new stores in Metzingen — new attractive stores to extend the shopping joy.

But preserving some of Metzingen’s small town charme will remain a challenge. “One of Metzingen’s advantages is that the factory outlet stores are located in the heart of the city and not out in the country and thus provide a welcome urban feeling”, says Wolfgang Bauer. The attractiveness of Metzingen will continue to grow. Wolfgang Bauer points out, that “Metzingen is among the top ten concerning total sales of German cities — just behind big cities such as Munich or Hamburg.” And he is convinced, that “the hotel industry in Metzingen and surrounding areas will surely profit from our numerous guests.”

But Andrea Müller from neighbouring Reutlingen describes her mixed feelings when it comes to the many factory outlet stores in Metzingen. “I must admit that people come from all over the world and create an international atmosphere. But

they only come for shopping and are not interested in cultural life here”, she complains. “Flying to Stuttgart in the morning, shopping in Metzingen at lunchtime and flying back home in the evening — that is all what they want”, observes Andrea Müller.

The Future Looks Bright

Metzingen’s decision-makers are well aware of this criticism and seek to highlight the city’s other attractions. When one leafs through its tourism brochures, one finds many offerings for those not only interested in shopping. They advertise activities such as climbing or cycling on the nearby Swabian Alps, cultural sightseeing in the state capital Stuttgart or swimming and relaxing in the Alb Thermen in Bad Urach. “We would like to slightly change the public image of Metzingen only being an outlet paradise or mecca for bargain hunters”, says Dietmar Bez. “Metzingen benefits from its beautiful surroundings and the touristic offerings in neighbouring communities like Reutlingen or Bad Urach. In turn these two communities do not have to fear a loss of purchasing power due to the factory outlet centre in Metzingen”, reports Dietmar Bez. “It is more likely that they will benefit from its economic power”, says Metzingen’s mayor.

It will be very interesting to observe how things in Metzingen will fare in the future. At present people still enjoy buying in the factory outlet stores. But visit Metzingen on a Sunday, if you just want to save your money and experience Swabian small town charme. But be careful — several times a year, the stores are unusually open on Sundays. ✨

For further information:
www.metzingen.de



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01

A second maiden flight

The future began more than a century ago. The airship pioneer Count Ferdinand von Zeppelin (1838 - 1917) had been developing rigid airships since 1890. The first Zeppelin, the LZ 1, took off on its maiden flight on 2nd July 1900 near Friedrichshafen.

Fascination Zeppelin NT *A unique flight experience*

The belief in the re-birth of the giants of the air was never really lost in Friedrichshafen. With the development of the Zeppelin NT (New Technology), the concept of the semi-rigid airship has been redefined. It is the only airship in the world that has a rigid internal structure, the main difference between a Zeppelin and a blimp. The Zeppelin NT had its maiden flight on 18th September 1997. Excepting its outer shape, however, the Zeppelin NT has nothing in common with its predecessors. ZLT Zeppelin Luftschifftechnik GmbH & Co KG has combined experience with modern technology to get the Zeppelin NT into the air.

The Zeppelin NT has a total length of 75 metres, a radius of 19.5 metres and a volume of 8,425 cubic metres and is thus clearly smaller than its ancestors. It is, however, still the largest semi-rigid airship in the world today. It has been designed to be operated by one pilot and to carry twelve passengers who are looked after by one flight attendant. The rigid framework of the Zeppelin is triangular in form and comprises three aluminium longerons and a total of twelve carbon-fibre frames; weighing 1,000 kilograms, it is a true light-weight but is still able to meet the

highest demands on stability and flexibility. The extremely tear-proof envelope is attached to the longerons and is made of a 0.34 millimetre thick three-layer laminate cloth: gas-tight Tedlar, polyester for tear strength and weldable polyurethane as the supporting material. Internal air chambers, so-called ballonets, adjust the internal volume according to flight altitude, ensuring that the envelope of the Zeppelin NT has a constant over-pressure of five millibars. Non-flammable helium provides the airship with the necessary lift.

Silent Cruise

An innovative propulsion concept with swivellable propellers and state-of-the-art avionics with fly-by-wire controls allow the pilots to manoeuvre the airship like a helicopter. This also means that a ground handling party can be done without during take-off and landing. The side engines can be swivelled through an angle of 120°. The third engine at the rear which is also equipped with a propeller which can be swivelled through 90°, has a lateral fan which takes over the role of an aerodynamic rudder in the lower airspeed regime. This means that the Zeppelin NT can take-off

01

Due to its innovative propulsion concept, the Zeppelin NT can do ground handling with only three persons

📷 J. Wuertz / ZLT

02

The Zeppelin NT floats gently above Lake Constance, while its guest enjoy the unique views

📷 Achim Mende / ZLT

03

Once an altitude of 300 metres above ground has been reached, guests can move freely about the gondola

📷 Michael Häfner / ZLT



02



03

vertically, hover and fly backwards as well as land on the spot and manoeuvre quickly and efficiently. The engines offer a total performance of 600 horsepower. The passengers are only aware of a soft whirring noise in the gondola during flight because the engines, despite being mounted to the side of the airship, are at some distance from the gondola itself. The Zeppelin NT has a range of approximately 900 kilometres and it can reach a maximum speed of 125 km/h.

The new generation of airships is manufactured in Friedrichshafen, the birthplace of the historical Zeppelin airships. ZLT, Zeppelin Luftschifftechnik GmbH & Co KG, which was founded in 1993, is responsible for the development, construction and marketing of the new technology Zeppelins.

Everything Zeppelin

Deutsche Zeppelin-Reederei GmbH, in short DZR, was founded in January 2001 as a wholly owned subsidiary of ZLT. It has been developed into an airline operator and a competence and service centre for the Zeppelin NT. In addition of flight operations in the advertising and passenger-

flight sectors, it is also responsible for the training of airship pilots and ground crew personnel. Commercial flight operations began in August 2001. Up to the present day, more than 65,000 passengers have taken to the air in a Zeppelin NT.

Popular Pastime

The unique flight experience lasting one hour costs 355 euros per person. The luxurious gondola of the Zeppelin NT has room for up to twelve passengers and the large panorama windows ensure a fantastic view from all the seats. Hovering above Lake Constance in a Zeppelin — a bird's-eye view, floating gently and smoothly along the foothills of the Alps, over towns, cities and cultural monuments — an unforgettable flight experience for young and not so young. At an altitude of roughly 300 metres above ground, the guests can move freely about the gondola and enjoy the beauty of Lake Constance and its environs. A look over the shoulder of a Zeppelin pilot — a rare experience indeed.

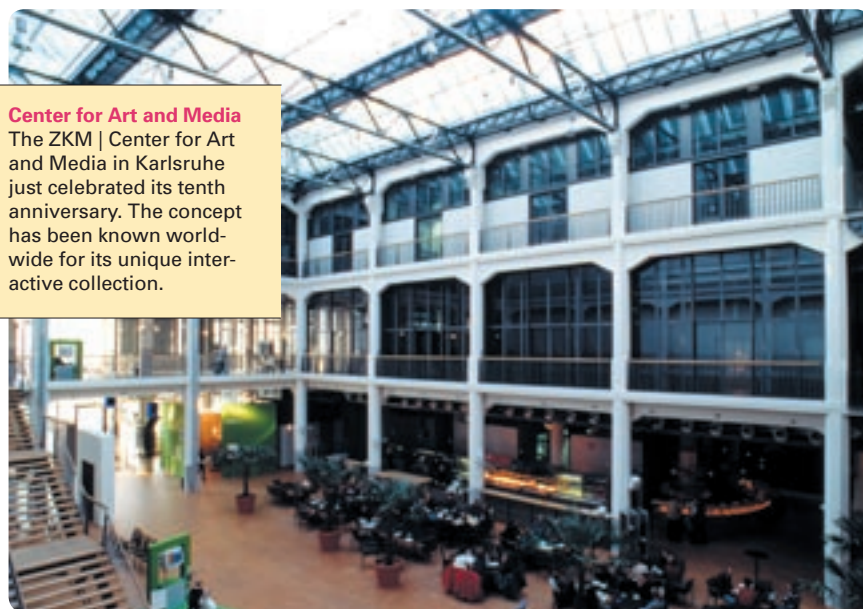
Deutsche Zeppelin-Reederei offers guests a choice of various routes, with flights ranging from 30 minutes to two hours. Flight operations can be followed close up in the

passenger pavilion, located next to the hangar and the take-off and landing area. The pavilion and the visitors' patio are open to all visitors. A tour of the airship hangar can also be arranged during which tour guides explain in detail the building and operation of a Zeppelin. At the moment the construction of the fourth airship can be watched close at hand. Enjoy the unusual atmosphere with the chance to handle interesting materials.

Incentives are becoming more and more popular. A day programme including a flight with a Zeppelin with champagne hospitality, culinary delights and a factory tour, possibly followed by a special event in the Zeppelin hangar, can be individually organised by a team from Deutsche Zeppelin-Reederei. ☀

Come fly with us

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Center for Art and Media
The ZKM | Center for Art and Media in Karlsruhe just celebrated its tenth anniversary. The concept has been known world-wide for its unique interactive collection.

The ZKM | Media Museum — one of the two ZKM museums — has been the world's first museum for interactive art

ONUK



Interactive Media

At ZKM visitors become a work of art

The ZKM | Center for Art and Media in Karlsruhe, with its two museums, the Media Museum and the Museum of Contemporary Art, has been guided since its founding by an idea that goes far beyond the usual functions of preservation and collection. Established in 1989 as a foundation under public law, the ZKM was re-opened in 1997, exactly ten years ago, as a “digital Bauhaus” in the Hallenbau of the IWKA, a former factory that is now a protected building. Since its beginning, the ZKM has not only offered the visitor a space for contemplation but also striven to be a site of ideas — a place that challenges the visitor, stimulates him to reflection and participation, animates him to response and critical discussion. Thus, for example, the interaction between man and art work is at the heart of the ZKM | Media Museum: through the actions and reactions of every single visitor arise new and spontaneous works of art. Through the pressing of buttons, through movements of the body, through audio and video recordings, he becomes an integral part of the installations. The touching of most of our works of art is

therefore not only permitted, but also even expressly desired!

The ZKM thought factory's wealth of ideas may be seen not least in the projects and productions of its four research institutes: the Institute for Music and Acoustics, the Institute for Visual Media, the Institute for Media, Education and Economics, and the Film Institute. The “Klangdom” (i.e., Sounddome), a digital recording studio and at the same time the concert hall of the ZKM which was newly installed in the ZKM_Cube, has few equals. Equipped with 39 individually controllable loudspeakers covering the dome, the transmitted music is distributed through the entire room and the effect far outdoes even the surround-sound of the contemporary cinema theatre. Other productions of our research institutes such as the interactively controllable 3D projection “Sonomorphis” or the installation “EyeVisionBot”, which analyses the visual behaviour of the observer, may be found in the rooms of the Media Museum.

The year 2007 represented a special date in the history of our institution: October

18th was the ZKM's tenth anniversary in the Hallenbau of the IWKA! This occasion offered us all a reason to celebrate and therefore was marked by a brilliant programme of exciting project presentations, concerts, film showings, symposia, conferences and other events. At the anniversary's exhibition “YOU_ser: The Century of the Consumer” in autumn, and which will be on permanent display until the beginning of 2009, the visitor will again be invited to become an integral part of our art works, for the exhibits constitute themselves only in the act of their reception by the visitor and include his active participation in their own process of emergence. The ZKM | Media Museum, known world-wide for its unique interactive collection, was completely re-conceived for this exhibition: former exhibits were supplemented and extended by the latest developments like Flickr Communities, Blogs and Webcasts and spectacular works in the field of interactive art. ✨

Contact

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Media Museum and Museum
for Contemporary Art
Lorenzstr. 19
76135 Karlsruhe
Phone: +49 721 81 00 12 00
www.zkm.de

Opening hours:
Wednesday to Friday 10 am to 6 pm
Saturday to Sunday 11 am to 6 pm
Closed Monday and Tuesday



01

Multiple talents

Sports, show business and global business — all combined in a single person. Martin Wacker — a man of multiple talents.

“Hello Karlsruuuuuuue” *Stadium announcer, press spokesman and comedian*

Five minutes till kickoff. Martin Wacker, stadium announcer in Karlsruhe's Wildparkstadion, looks on his watch. He gathers himself. On the sides of the pitch, on which the hometeam Karlsruher SC and the guests from Duisburg will soon walk into, Wacker takes a hand-held microphone. He walks towards the opposite side of the stands. The rotund man is alone on the pitch, in the glistening floodlights, in front of 10,000 of the most devoted fans from Baden, who will not fall silent for a single second of the upcoming 90 minutes of play. The stadium falls silent, everybody waits: “Hello Karlsruuuuuuue”. This is Wacker's greeting, eagerly awaited by everyone. The greeting already gives goosebumps. And this every second Saturday. In the state capital Stuttgart, at the archrival VfB Stuttgart, at least a championship or a victory against a team such as Manchester United is needed to create this much emotion. And that is damn rare. But in Karlsruhe emotions are guaranteed to continue to boil even when the old stadium will soon become a modern arena. So long as the man, whom in Karlsruhe everyone

from the president to the ball boy just call “der Martin” and who has only missed two home games since his twelfth birthday, sees to it.

India on his Mind

Here, they not only know Martin Wacker as stadium announcer. He has had that job for eight years now. In his day job, Martin Wacker is also the city's communicator: He is press spokesman for the Messe Karlsruhe, the local exhibition company. And in that job, the local hero turns into a global player. It is Martin Wacker, who establishes international ties for Messe Karlsruhe and the city's economic development agency. Karlsruhe is heavily involved in India, Martin Wacker organised the presentation of the regional tourism representatives in the Indian megacity. Wacker knows the companies of the IT region that are active in India.

After the press conferences and exhibition events, the former radio announcer Martin Wacker looks for a third opportunity to entertain people: He has founded a cabaret and acts together with his partner >

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For your entertainment pleasure, the restaurant features an upscale lounge area opened every Friday and Saturday night. AMICI invites you to enjoy the sophisticated atmosphere by listening the latest club & dance music.

Behind AMICI's success are two very innovative and some award winning partners, Natascha Witte and Michael Presinger.

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01
Since his twelfth birthday Martin Wacker has only missed two home games of the Karlsruher SC
📺 Hans Gäng

02
Time to relax. Martin Wacker performs in his comedy club
📺 Wacker



02

*“While others golf,
I act at the theatre.”*

Erik Rastetter as “Laurel & Hardy”. The approximately 400 performances per year is a kind of sport for family person Wacker. Wacker has two sons and a daughter. He is sportsman enough to confess his passion for old whiskey, good cigars and his unique collection of Donald Duck comics and figurines. “While others golf, I act at the theatre”, says the 39-year old. During their tours through Baden they got to know virtually every location one can image. From vegetable stalls to old factories, from pri-

vate living rooms in Mannheim to posh concert halls in Karlsruhe: Rastetter and Wacker make fun of current events everywhere and look for direct experiences.

Martin Wacker is also a darling of the city because he can occasionally be seen on TV and models for the local bank — of course for double the normal fee which he donates to the cancer hospital for children.

Feeling at Home

And when does the man relax? For instance after the game in the KSC's gorgeous old club restaurant, where players give their first opinions on the game in flip-flops and with wet hair. Here, “der Martin” drinks his beer just like the other members, enjoys his potato salad and chats with people. For Martin Wacker's local business, this will be one of the locations he will miss after the stadium's modernisation. Those wanting to experience Martin Wacker live should watch a home game of the Karlsruher SC or one of his comedy performances. ☼

Contact
Karlsruher SC
www.ksc.de
Rastetter & Wacker
www.rastetter-wacker.de



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The world's largest industrial fair is a showcase for the state. Baden-Württemberg will once again be among the largest exhibitor “nations”. 📺 Regine Rabanus



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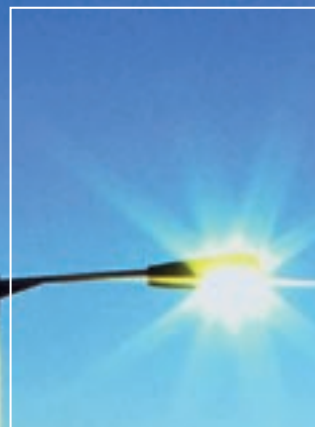
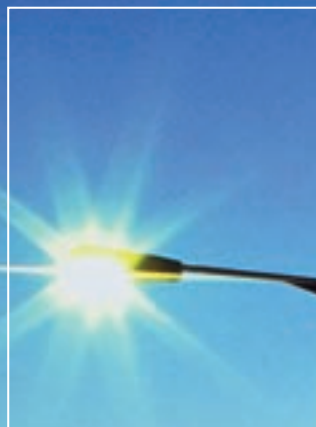
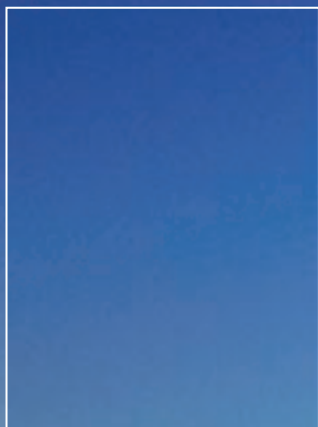
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